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...IN OUR 39TH YEAR...**

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Obituary



**William "Bill"
Rosenfield
1916 - 1986**

On July 26th last there died in Toronto a man who, over the past decade, had been one of the Canadian Music Games and Amusements industry's most ardent advocates. . . . He was William "Bill" Rosenfield, for nearly ten years New-Way Sales Ltd.'s Sales Manager, until his retirement just over a year ago. He was sixty-nine.

Bill was born in Pittsburgh, raised in Cleveland, Ohio and educated in that latter city at Western Reserve University (psychology) and the Cleveland Institute of Music (voice). His subsequent theatrical, TV, and music career was interrupted by W.W. II which the United States entered at the end of 1941.

Mr. Rosenfield served in the Artillery branch of the U.S. Army in the Pacific. His civilian talents were recognized by a posting for a year to a special services entertainment unit headquartered in Hawaii after which he resumed active service and was eventually demobilized as a Major at wars' end.

He resumed his career in music and theatre only to have to leave it temporarily because of family interests in Cleveland where he took a position with Cleveland Coin. . . . "Temporarily" turned into a third of a century's involvement with coin machines, and for many years that firm's National Sales Manager.

Early in 1976 Bill and his wife, Anne came to Toronto where Mr. Rosenfield took employment as Sales Manager with his old friend Jerry Janda's New-Way Sales. At that time, very repressive actions threatened operators in Toronto. Bill and a couple of other prominent Toronto coin men fought this threat successfully and formed the Metropolitan Amusement Association to organize that city's operators and distributors into a force to be reckoned with. He served as the Association's President and was a Director until his retirement from the industry.

Throughout, Mr. Rosenfield had given wise council to the association and the benefit of long experience beyond that knowledge of a very few people. . . . Much of this has been of great benefit to the entire Canadian industry.

Bill had been afflicted with medical problems for many years and for the past two and a half years was especially devoted to his wife who suffered an incapacitating stroke. Other than Anne there are two surviving immediate members of the family. Bill's outside interests were golf and his lifetime love of music, especially opera. He was a Director of the National Board of the 400,000 member Jewish Conservative Synagogue Movement's Mens Club. Very aggressive and highly knowledgeable, Mr. Rosenfield used these qualities to good effect in furthering the interests of the industry which took up much of his life.

He will be sadly missed and long remembered by his colleagues and friends.

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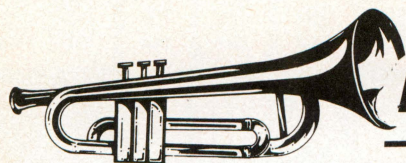


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If 50 cent play on pins and videos isn't viable on a large scale in some Southern/Central Ontario Beach Resort Arcades, it is possible, and even fairly common in other places providing the latest and best games are available to players. In fact in some places the very latest and hottest pieces of equipment are being successfully run at 75 cents and quite a lot at 50 cents. However, in all cases, the stress is on really good, exceptional games...Furthermore, the higher pricings don't seem to be turning away players as has happened in the past (and indeed still does in some locations) but are being maintained for months on end in many instances.

75 Cents - Top Hat Amusements - 50 Cents

Ken Burgess' Top Hat Amusements operates out of Penetang/Midland, Ontario at the Eastern End of Georgian Bay, some fifty miles further on from Wasaga Beach. This well established company's locations are varied and cover a very large geographical area with some five hundred plus pieces of equipment. It has recently put into its Huronia Mall Arcade in Penetang, **Sega's "Enduro Racer"**....This is another motorcycle type video game akin to "Hang On", but it provides a "Wheelie" jumping action when the handlebars are pulled back. Such action accomplishes "jumps" over obstacles shown on the screen. When we talked to Mr. Burgess, the

game had only been installed a while...Asked how it was doing and its pricing, Ken had this to say, "'Enduro' has been absolutely fantastic so far, it's a very expensive piece of equipment and we've priced play at 75 cents, we've had to in order to make it a worthwhile business proposition. I'm glad to say that even at that money the kids have gone wild over it...Day after day, they've been lined up to get a turn at it!"

Top Hat Amusements has always been strong on pinball games; even at the height of the video boom it put out a lot in its locations. Asked about the company's experience with the very hot pin - **Williams' "High Speed"**, Mr. Burgess said, "It's a wonderful game with great features including the business information and service information it provides and the ease and quickness of adjustments which can be made and tailored to the location crowd."

Running Popular Tournaments On Williams' "High Speed"... Keeps Play Up To 50 Cents

We've quite a number of these and have and are running tournaments on them. We've had this game for some six months and we've run it at 50 cents and after all this time it's still doing very well. We believe that tournament play has been a big factor in keeping pricing up but "High Speed"

really is an exceptional pinball game....Furthermore, the test switches on the game make it very easy to troubleshoot, isolate problems and correct them so that down times are very much reduced."

Also on the subject of pinball, Ken said, "We are running around 30% pinball games these days, somewhat more proportionately than in the past though we've always been comparatively heavy on them even when others went all the way on videos. An indication of their strength is the fact that we have a number of different games at 50 cents and they do well at that money. There's no problem getting half a dollar if you give good value, enough time, five plays, extra balls and so on with the best of games and these are good ones available now and there have been for the last year in particular."

Other points from conversations with Mr. Burgess:

* "We are still doing some conversions but we are also buying a lot of new complete games providing they meet our expectations and requirements."

* "We like **Cinematronics** system which we think is good and which has done well for us."

* "We think that **Nintendo** has done a great job with their kits and tested them properly. As you know they tried out "**Mario Brothers**" on the Japanese Home Market before they released it as a commercial game. At some \$400.00 their kits have not been all that expensive and we've had extremely good success with them. Headers, boards, everything about them has been of good design and quality."

* "**Data East's** conversion kits were also very good and they were early but now they've largely gone out of them and that's a pity."

* "By the way, at Balm Beach, west of here there's an Arcade of around a hundred pieces and it's had the best season in years. Unfortunately, it's not one of ours."

"All in all it's been a really good summer season for **Top Hat Arcade** and I'm looking forward to what comes out by way of new games in the next couple of months. And, of course, the **A.M.O.A. show** in Chicago will be very interesting."

75 Cents - Toronto Coin - 50 Cents

Another important industry firm's President, **Elliot Mintz** of **Toronto Coin** also confirms that higher pricing is possible in 1986. His company locates a large number of games in bowling alleys of the Bowlerama Chain as well as in other various spots in and around Toronto and in Southern Ontario. Elliot reports that this year of 1986 has thus far been quite a good one for his company, and that 75 cents and 50 cents play is extensively set up on Toronto Coin's good machines.

Says Mr. Mintz, "Because of the cost of new games,



pricing simply has to be set higher, otherwise they cannot be afforded; here "**Hang On**" and "**Enduros**" ran very high in cost....To pay for sit down Models costing that much, one has to have really good locations with good traffic and people with money to spend.

These days, we start out all our new games at least at 50 cents, then cut them back to a quarter when play drops off. You've got to pay closer attention to what's going on at the location/machine level these days." Mr. Mintz expressed great satisfaction with the way his company has performed during 1986 and by the way business has held up over the summer months when, usually during summer, things are usually fairly quiet. At the same time he believes that the remainder of 1986 is going to be a very good time for his operation provided manufacturers keep the "good stuff" coming...."but not too much of it or too much at a time".

Ralph's Automatic Coin Has Over 3,000 Machines On Location From B.C. To Quebec

Ralph Whinfield of **Ralph's Automatic Coin** of Burnaby, British Columbia is one of this country's largest operators. His company has some 3,000 machines in all manner of locations from the Pacific Coast to the border of Quebec. About a thousand of these are in Ontario, the remainder in B.C. and across the Prairies. He also runs a large number of kiddie rides and the new "hottest" games produced



**Wayne Fromm of
Video Invasion
Arcades, Toronto,**



**Dave Howison of
Howison Amusements,
Ottawa,**



**Jim Weatherhead
of J.E. Weatherhead Distributing,
Burnaby, B.C.**

which his company buys by the carloads and operates in Arcades, Bowling Alleys and even convenience stores.

Mr. Whinfield sees these so-called "dedicated" games proliferating and also setting a trend. Most importantly, he has found that they will sustain play at 50 cents to 75 cents and even \$1.00 in certain circumstances.

Ralph's Cuts Location Commissions on Expensive Games!

Ralph's has also successfully adopted a policy of cutting commission rates to locations in respect of the takings of these games such as "Hang On" and "Enduro" to name just a couple.

At the end of what he describes as a very good Summer and 1986 so far, Ralph says, "I See these high priced, high play price 'dedicated' games are the way of much of the future. Unfortunately, at around \$4,200 to \$6,500 for stand-up versions, these new, but great, games must exhibit longevity in order to make money even at the higher than ordinary play prices. Fortunately, they seem to be doing this at present, but it is a matter for some concern and only time will tell.



**Ralph Whinfield of
Ralph's Automatic of
Burnaby, B.C.**



**Ken Burgess of Top Hat
Amusements, Midland,
Ont.**

Fortunately, these top games are so good and have so much player appeal that people will pay anywhere from 50 cents to \$1.00 to play them and keep on doing so month after month.

We noticed this trend starting at the beginning of the year with "Gauntlet" and "Supersprint". Another thing these games have enabled us to do is reduce commissions on their take. Instead of 50/50 we are now getting 55% to 65% of what they bring in.

We tell location owners we have to have this cut or they don't get the particular new good game which even at less of a percentage for them is going to produce more money for them by virtue of higher pricing..." And so far, these great new games, pins and videos have been producing for Mr. Whinfield and his locations alike.

Funland Arcade - Toronto

Over the last year Stan Budd who owns "Funland" on Yonge Street in downtown Toronto and is involved in a number of others has been starting new games at 50 cents and only cutting back the price when play fell off. A large proportion of his customers are students of the University of Toronto and adults.

Video Invasion - Toronto

Similarly, Wayne Fromm, a prominent Toronto operator who has been very innovative at his Bathurst Street Arcade and others plus street locations has for well over a year been putting his new videos out at 50 cent play and only cutting back to 25cents when play fell off...We give customers top machines and they are willing to pay extra!

Southern Music - Calgary Operates 4,000 Games

Tony Fisher of Southern Music based in Calgary, Alberta, who operates some 4,000 pieces of equipment including 500 juke boxes across the whole of Western

Continued on page 47

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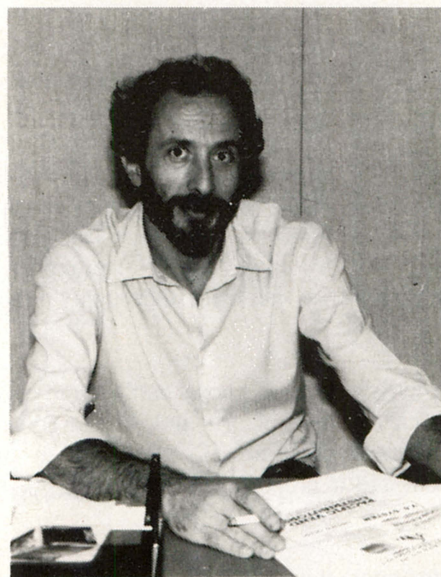
Sam Feder

Brothers **Sam and Karl Feder** are the Proprietors of **Pacific Vend Distributors** based at 1618 S.E. Marine Drive, Vancouver, B.C.

Their company works in two separate divisions, one is a Games and Amusements operation...the other, an equipment distributing and service firm. Certain functions such as technical facilities and personnel are common for economy and efficiency, but the two firms do business independently.

The operating division is quite large for a Western Canadian firm and operates over a thousand pieces of equipment concentrated into the greater Vancouver lower mainland area of the Province, plus two Arcades in Victoria on Vancouver Island.

The distributing division sells a wide range of equipment right across Canada but mainly in the Western Provinces. Sam concentrates on the administration and purchasing



Karl Feder

side of the business....Karl deals with sales.

The company's Service Manager is Mr. Young Ahn, who deals with maintenance and repairs in a most competent and expert manner.

Pacific Vend Distributing came into being when the video boom was well under way, in 1981....and came out the operating company the Feders had begun some four years earlier. At that time (1981) there was a vacuum for equipment sellers on the West Coast and Messrs. **Feder** decided to fill it, using their first-hand knowledge and experience.

Since then they have built up a fine reputation in Western Canada for fair dealing, good deals and excellent service.

Pacific Vend Distributing represents all major manufacturers and maintains complete lines and parts for:

. Nintendo . Konami . Data East

- . Exidy
- . Cinematronics
- . Williams
- . Atari
- . Sega
- . Status Games
- . Rock Ola
- . Rowe

The company does business out of premises covering 12,000 square feet in area and comprised of offices, store rooms, a spare parts department, sales rooms and a large well-equipped repair shop. Apart from new equipment there is a large turnover in used games....in fact, around 50% of sales activities is in used machines....A major source of these are the games and amusements taken in on new ones.

The distributing and operating sides of Pacific Vend employ some two dozen people and eight propane fueled vehicles including a five-ton machine transporter-truck equipped with a tail-gate loader.

A Company Selling As Well As Operating Can Offer Advantages To Customers

Questions put to and answered by Sam Feder :

Question:

Mr. Feder , doesn't distributing and operating present a company with certain problems in respect of customers?

Answer:

I suppose it can do and apparently has done with some distributing-operating companies...but it all depends upon how you go about things. We like to think it can also provide advantages, and that's the way we go. We get reports on new games early and we can test them thoroughly in our own locations.

We travel around major trade shows and keep in close touch with the different sectors of the industry. Obviously it wouldn't be in our interest to sell equipment to operators unless it is good, and if properly run will make good money for them.

After all, if operators don't make money, they are not going to be able to buy new or more Games and Jukeboxes....and that wouldn't be any good for us.

Question:

That's very logical and makes good common sense....However the thing that really sets operators against distributors is the fact that many of the latter compete directly against them....Operators consider this grossly unfair because of the price advantages and timing advantages distributors have through large scale purchases of equipment with substantial trade discounts, and also because they get newest games direct from the factories early....getting a head start in creaming off play. How do you then reconcile these universal beefs with your own distributing/operating businesses?

Answer:

The answer to that is not to compete directly with your good customers for equipment....We don't do it and we don't try to bump out operators trying to get a location we are interested in

acquiring. We will withdraw our bids for the location rather than hurt an operator...We only go after new business and there's quite a lot of that to be had if one is prepared to go after it.

We want to do the best we can for operators even if they are not our customers for equipment at present. Equipment sales depend upon operators....and all operators are our potential customers.

Question:

What area does your sales organization cover?

Answer:

Mainly Western Canada, though we'll sell from coast to coast.

Question:

Have you agents or salesmen on the road?

Answer:

All our business is done out of this office. On the operating side, though we have a very good man on Vancouver Island to deal with the two Games Rooms locations we are operating in Victoria.

What's Good In Equipment For Operators Is Good For Us And Our Suppliers!

Question:

How are your relations with manufacturers...aren't they beginning to get somewhat pushy again as seems to be indicated by some of the actions in this country taken by them in conjunction with the AAMA, their trade body?

Answer:

We have been representing many of our suppliers for some years which shows we get on well together.

The operating industry certainly needs variety and it needs it continually but not in too great a quantity at any one time or over a short period. We want to sell only Jukeboxes, Games and Amusements which will make operators good money because we want them as permanent customers who will come back to us.

If a game is bad I'll tell people it is and advise them not to buy it....I'll tell them it's got to be good for them in order to be any good for us! This applies to new complete games, systems and kits.

I'm glad to say that recently there is a higher than ever percentage of new games on the market....and they're better than ever in so many ways....and I hope they continue to be.

Business Here And Throughout The West Is Really Very Good

This Province's and Alberta's Games and Amusements industries fell off very badly when the Video Boom collapsed in 1983....But, after a period things started to slowly pick up about two years ago. The pickup has, fortunately, continued

Continued on page 14

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steadily right up until now and we are optimistic that it will continue. I would say that business here is fully back to what it was about 1980 before the videos took off in a big way.

Question:

To what do you attribute this return to better business conditions?

Answer:

It's certainly had nothing to do with Expo '86 and in fact, were it not for it some of us believe that business would be even considerably better than it has been this year....What we have found quite simply, is that a great many more people have taken to playing coin-operated games, and they are also spending more!

Question:

Perhaps you'd tell us a bit about your operating business....Where you operate for example....and what sort of people you serve and in what sort of areas. Is there, by any chance "blue collar" and "white collar" areas in which you operate, or do your locations serve one or the other group specifically?

Answer:

We run about a dozen Arcades in the greater Vancouver area and a couple in Victoria over on the Island. We also run a number of street locations in bars, shops, bowling alleys, etc....In the latter case, they could well be called "mini-arcades". Actually, we prefer to use the words, "Games Rooms", because in some people's minds Arcades convey an impression of sleazy places, and I can assure you ours are anything but that!!!

In all, we have about a thousand machines out, about 20% of which are pinball games, and we do use pool tables, soccer, chexx hockey, guns and so on....but the big majority of our games is still videos.

I couldn't really say we have "blue collar" or "white collar" serving locations. Frankly, I can't tell people in our Games Rooms apart these days - they all tend to look so much alike.

I will say, however, that an awful lot of adult players and their children come from high earning people. We know a great number of university professors and students, teachers, accountants, doctors, dentists and other professionals, lawyers are very much in evidence...who are all avid players. They have the money and they are spending it....That certainly is good for our business and I believe it accounts for better receipts all through the industry.

Question:

Does **Pacific Vending** own these Arcades, or merely supply the equipment?

Answer:

No, we don't own these Arcades....we supply the equipment and maintain and service it, on the basis of a 50/50 commission on gross income. The Arcades would average

close to fifty pieces, but some have eighty and obviously some have fewer than the average. As I've said they are in the Vancouver and surrounding communities though there are two in Victoria. We don't like spreading out because we can't keep as close a check on distant Games Rooms as we would like....and think is necessary.

Question:

In point of fact, your Games Rooms are quite simply locations in the usual sense of the word?

Answer:

Yes, that's right.

Operating To-Day Needs Close Control And Attention To Details

Question:

From what you've just said your firm places a great deal of stress on controlling your Games Rooms locations....Would you like to expand on that?

Answer:

We feel that to-day this business of operating coin machines demands that very close attention is paid to equipment, locations and customers. It's no longer like things were four years ago when pretty well anything went....And it was easy to put out machines and take the money they brought in.

Players are now much more sophisticated than they were and in many cases more value conscious. Many of the customers coming into our games rooms are adults and they are in many ways much more fussy than are kids....even though the latter are most important to this business.

The equipment must be in top condition, working well and properly set or tuned to the locations' customers. Equipment must also be up-to-date and kits that appeal most to players....That doesn't mean older games can't be used. Equipment must be painted, look and work like new machines and be set to give value to players....That means the game must play for a reasonable amount of time and not be too easy or too hard for the players using it.

The decor of the Games Rooms and other locations must be pleasant so that players are comfortable in them....Furthermore, they must be kept clean and tidy and well run and machines must be operating well....And I will say all our Games Rooms qualify very well in respect of what I've said.

Question:

That's all very well....but if you don't own the spots but only put in and maintain the machines on an operator-location share basis....How can you possibly control them as to decor, management decisions, etc.?

Answer:

It's very difficult as you may imagine and often things require very delicate handling. We can hardly order owners to do this or that....We can only suggest and reason with them on

Continued on page 16

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the basis that we think certain things should be done or not done for the benefit of the business. We point out that cost-cutting or better receipts and greater appeal and efficiency would put more money into their pockets as well as into our pocket. Often this requires considerable patience and time on our part, and it's a prime reason why we've concentrated on the greater Vancouver area rather than going into farther away communities.

I'm convinced that to-day one has to control one's machines and locations very closely and I, personally, spend a lot of time going round them, checking, watching what's going on and talking to owners and their staff.

We have very close and excellent relations with our Games Rooms' and other locations' owners....We work hard at it but even so things can be very delicate now and then....But I know it's the only way to operate to-day.

Question:

In reality you and your location owners are partners; wouldn't that pretty well describe the way you do business?

Answer:

Yes, that's what it amounts to, we work together with location owners but we do have and use our influence, and I feel my physical presence is necessary at locations.

Question:

Does your **Pacific Vending** use many kits?

Answer:

Yes, we do because they are good investments. If they are good games and well done as conversions to look good and work well, players don't ask if they are complete games or not. They will use them just like any other game costing many times more. Good appearance as well as good games is most important to attract players.

Question:

What is your pricing policy? At what pricing do you start games out?

Answer:

We start new games out at 50 cents, but quite often we find we can't get it and drop it to a quarter. It's not as bad in that respect as it was three years ago when players simply boycotted games and even locations. However, it's a thing to be watched closely and can still be dangerous.

In the case of larger games, they are so costly it's essential to get higher than 25 cent play. In the case of some, we've found we can get 50 cents for three months before having to drop down to 25 cents.

We first put out "Space Harrier" at 75 cents, then dropped it down to 50 cents. Having to spend so much money for a game like the sit down version of "**Hang On**" makes buying very cautious and difficult.

Question:

Are a lot of women going into your locations and playing the games these days?

Answer:

A lot of our customers are from the younger crowd, including younger adults. We get quite a few couples coming in and some women, though they are not big players.

Question:

What are your problems as to legalities, restrictions such as zoning, players' ages, drugs and prostitution in Arcades, etc., etc.?

Answer:

Things aren't too bad in those respects and we know that's largely as a result of the way we and owners run locations. Many of the municipalities which comprise greater Vancouver have their own, often differing by-laws and regulations, which means many different things have to be dealt with.

Some by-laws for example prohibited people under eighteen from going into Arcades. We make our own rules to prevent groups getting angry in the first place....For example, we don't permit kids to use our games during school hours. We don't stand any rough stuff or hanging about in our Games Rooms and keep drugs and sex commerce out of them. As a result, location relations with the police are excellent. In fact, the police have come down on our side on many occasions and have given our business very good recommendations....Things really are very quiet on this front.

Systems Are Only As Good As Their Games

Question:

How do you view systems?

Answer:

Systems are fine in principle but they are only as good as the games which go with them. Sometimes, the games are pretty poor and that works against the system.

We found Nintendo's "system" to be a good investment for us over a two year period.

They had good games and retained half their value after a year. After two years, the software can be thrown away and new put in to replace it.

Sente's system had the game "**Hat Trick**" on a hockey theme, and it was excellent.

Now companies such as **Sega** and **Data East** which brought out kits have gone out of them and are concentrating on complete games. I think there's a place for both and we use both. But an operator has to balance very carefully the relative economic advantages and disadvantages of each. Prices are so high that one can't afford to make any mistakes.

I often wonder if manufacturers really appreciate the

Continued on page 45

Despite A Wet Cold Summer Ontario Resort Arcades Did Extremely Well



***- Good Returns Also Reported
From Eastern
And Western Canada***

- Future Looks Great!

There are a number of ways in which the state of an industry can be determined and predictions for its future prospects judged. None of these are better than noting customer acceptance of the product or service offered. When it comes to Music, Games and Amusements, that means numbers and types of players and the amounts of playing they do which relates to the money they spend and operators take in.

Summertime resort Arcades are places which can give a good indication of these things even though, by their very nature and use by people on vacation, they are not typical of what goes on in other types of locations in other always year-round locations. Nevertheless they do provide useful information on which the likely state of the operating industry can be predicted.



In an arcade (from left) LeFontaine, Mark Fusco and Olczyk work on beating the U.S.S.R. team.

Situated in a resort area, near and in between two of the largest summer beach resorts in the country, this Magazine has found that what happens at the four major Arcades run by four different operators with widespread and varied industry interests does indeed reflect the general state of the industry in Canada and which way it is likely to go. All were visited during the final week of August which in this country is very close to the end of the summer holiday season.

We have been in touch recently with major operators in Quebec and the maritimes and with people running large Arcades in the huge West Edmonton Mall and the once in a lifetime World's Fair, "Expo 86" in Vancouver. It must also be noted that the incidence of American tourists, scared off European and Middle East, North African vacations by real and imagined violence, has been unusually high this summer. They have been very evident in resorts and their Arcades. All in all, Music, Games and Amusements are seen to be definitely popular with players of all ages....and with eager players is where it all starts....and so it is safe to suggest that the outlook for the remainder of 1986 and into 1987 looks extremely good!

All of these operators report that they have enjoyed excellent business in their Arcades this summer.... This, despite a number of things militating against that very thing....Weather and prices are two things which affect vacationers. Neither on the West Coast nor in Quebec or Ontario, with their relatively large numbers of locations has this summer been of the best when weather is considered. Many, many days have been cold, wet and rainy.

Food prices, booze prices and cottage and motel/hotel rentals have gone up to the point where they equal or exceed those in the large cities which are in themselves outrageous. Bar business is way down in some of these spots with \$2.00 plus beer and \$3.00 whiskies, gins, rums etc; \$1.00 plus ice cream cones and \$2.00 and more hamburgers are examples - so are \$500.00 a week cottages and \$60.00 per night cabins and

\$135.00 per night motel rooms in our areas -- as for Vancouver and Expo prices?

Nevertheless, Games and Amusements have done well, probably because they are still relatively cheap entertainment at 25 cents. And it must be noted, and noted well by equipment-makers and sellers that 50 cent play is not on here in most locations despite what they think, and are trying to push. In some special instances, operators can get away with 50 cent play with such items as Sega's motorcycle replica **"Hang On" and other new**. But then, operators are quick to point out - it's a very expensive piece of equipment and without a prime, big city downtown location into which it can be put for the remaining ten months of the year, they couldn't touch it....

The other situations in which 50 cents can be had for a game is from those offering multiple play or "buy-into-the-game play", hot new games, but only for a short period when the game is brand new on location, with pool and at a one time "unnatural affair" such as "Expo 86" where gouging is usually the order of the day...25 cent play has proven to be the really large scale viable pricing available to Canadian operators....And it must be remarked that this is by no means during a time when the economy is bad, because it isn't.

Although unemployment persistently runs around the 10% figure, the large majority of Canadians earn good money, blow it readily and are really quite well off. Generally speaking then the reality of life is 25 cent play. Time after time, 50 cents has been tried but cannot be sustained even in the most favourable instances and then, but for a short time. Large scale or persistent 50 cent prices have been shown to only drive customers away, often permanently.

Will New \$1.00 Coin Make 35 Cent Play More Viable?

It remains to be seen whether the forthcoming \$1.00 coin, now only three months away, will make 30 cents or 35 cents play viable. At least it may generate greater overall receipts by virtue of specials such as "5 plays for a dollar". Operators are hoping that, one way or the other, it will put more cash into their coin boxes.

Games Better Made Now - Take Heavy Play Longer

What of today's games? Operators are unanimous in saying that when they are good they can be very good. The last two years have seen some very good releases and this applies to both videos and pins. They are said to be very attractive and appealing to players "sightwise" and "soundwise" as well as "playwise". Ops also report them to be more reliable, to stand up well, and to be able to be trouble shot and repaired more easily and quickly. Most are quite well liked apart from their prices and Ops are pleased that new games aren't coming out every week in great numbers to again flood the market and ruin it for them.

Williams "High Speed" Raking In!

In respect of good new equipment, young **Peter Janda** who for many years has managed **"Joylands - Fun & Games"**, the Wasaga Beach complex, part of **New Way Sales Ltd. of Toronto**, the family-firm, was especially enthusiastic over **Williams' "High Speed"**. During the summer, no less than five of these outstanding pins have been in this popular old location doing a huge amount of business, raking in the cash. Peter said of **"High Speed"**, "this game is the pick of the lot and represents a new technical high with its diagnostic and bookkeeping capabilities. With games such as this, and other manufacturers are trying to catch up, there's simply no excuse for any operator to not know what's going on at the machine level".

Peter went on to open up the game and simply by pressing a button show its capabilities. They were seen to be indeed impressive. As the button was pressed, information came up on the topper board where scores normally appear when the game is in play. Amongst the information shown was:

- Total numbers and percentages of total plays, firsts, seconds, thirds and fourths.
- Replays and in the case of this particular game they were seen to be 1 - 637, 2 - 259, 3 - 18, 4 - 16 which is as would be expected.
- Times of play, Percentages of free plays, 1sts, 2nds, 3rds and 4ths -
- Totals of free games. Extra balls given and percentages.
- Weekly plays - on this particular game 4005.
- Average ball play - 41 seconds. Game play, special plays, diagnosis of problems and where they occur.



And there was more information available. So as Mr. Janda says, "There really is no excuse for not knowing what is going on". But as he also says, "in this particular location, I've a very good idea of what is going on with machines but that only results because I'm here pretty well all of the time "Joyland" is open and I keep a close tab on who is playing the games and how busy they are. Where owners or managers can't do this, and usually they can't, in-machine information such as **"High Speed"** provides is invaluable. Immediately, it can be determined whether play is set too hard or too easy, too long or too short, gives too many or too few free plays or extra balls".

"Using Game Information, one can reset the game to reflect what players like and what is best for profits."

"If a game is too easy, play times will be too long and players will tire of it soon and of course it won't bring in the money it could and should do. On the other hand, if the game is too difficult only the best players will continue to play it and less experienced people will soon be discouraged from playing. It's the same sort of thing with times of play, free plays and extra balls".

"We've had Pinball Wizards from Toronto up here who've run up scores of over a million and tie up games for long periods for a quarter. They should be steered to a hard to play game or that one set up for them, but then, all the hundreds of small kids and summer visitors wouldn't play the game. They've got to be encouraged by a game they can run up decent scores upon and get the odd extra balls and free plays. If you were running a downtown Toronto Arcade, patronized by experienced players, then you'd have to set it up for difficult play to prevent it being monopolized and showing low returns".

Games With Good Bookkeeping Features Of Which "High Speed" is Tops

....enable an operator or manager to optimize play without having to spend a great deal of time keeping an eye on things. And, of course, these features are great in name Arcade games where a company man only visits locations every week or so unless called out for service to rectify troubles.



One of the characteristics of summer resorts, is that they will sustain a great mix of games....This is because of the great variety of people who patronize them. Therefore, the experienced operator has on offer something for everyone, from the elderly down to very young children. That also means having available from the very newest and hottest videos and pins down to novelties and surprisingly substantial numbers of nostalgic pieces going back to the games which started the video boom and pins of years ago.

We saw **"Galaxians"** and **"Eivel Knevel"**, **"Tron"**, Sega's **"Star Trek"**, **"Astron Belt"**, **"Kung Fu"**, **"Fire Fox"**, **"Dam Busters"**, **"Easy Rider"**, **"Galoga"**, **"Yie As Kung Fu"**, **"Karate Champ"**, **"Royal Flush"** in there with **"High Speed"**, **"Quartet"**, **"Speed Buggy"**, **"Super Sprints"** plus guns and **"Tournament Soccer"**, **"Skee Ball"**, **"World Cup Soccer (Bally)"**, bowling, air hockey, pool, fortune tellers, picture cards and other novelties -- getting on to some 480 pieces of equipment in four Arcades the owners of which also supplied large numbers of games to nearby campgrounds and small Amusement Parks.

Stools Surround Games So Friends Can Watch...A Spectator Sport

Music in **"Joyland's"** **Fun and Games** was being supplied by a pre-programmed **Rock-Ola juke box** the decor of which augmented beautifully that of the games. In this Arcade between pinballs were sited stools screwed to the floor where friends or others could watch the action whilst awaiting their turn to play. They appeared to be very popular, helping to make these games something of a spectator sport.

At Sauble Beach, the **Beachcomber Arcade** run by the **Twining family** of Owen Sound, sported a very different decor from the past. At considerable expenditure, the ceiling had been raised and new lighting and a sound system had been put in. This got rid of the previous somewhat dark, confined feeling of the place making it now very much brighter and more attractive which seemed to be reflected in the number of customers present.

One of the Arcades at Wasaga Beach, run by Neil



Henderson, presented a bright, airy, cosier atmosphere than of yore. The huge premises of past years had been partitioned off to reduce the Arcade area from what it formerly was....This, together with the high ceiling and a degree of compacting the Games and Amusements has had the effect of making the premises appear not only brighter but more intimate. This Arcade was established and run for years by the **Fielding family** together with an Amusement Park of fairground type rides, alas now gone.

More recently, **New Way Sales Limited** which owns "**Joyland**" across the street in the Village ran the Arcade for **Fieldings** and then **Conklin Shows** operated it. Grandsons of the original owners, the **Connel Brothers** ran the Arcade two years ago and lost out on the rides and most of the operation was auctioned off. This season a local area man, **Neil Henderson** reduced the area and put in a very attractive smaller Arcade of some seventy pieces. On our visit it was doing very nicely and attracting a typical mix of players of all sexes, ages and stations of life.

Meeting Place For The Teen-Agers With Great Numbers of Girls Playing Games

One of the most noticeable things about this Arcade in particular was the number of young and teen-aged girls playing all the different games offered. Business had been quite good over the summer.... And, by the clean, bright appearance of the spot and its equipment there was no reason why it should have done anything but well.

Gerry and Marc Wunderlich back at **Sauble Beach** confirmed that families were very much in evidence as customers this summer. We certainly saw both in Gerry's Family Amusements and the Beachcomber up the street, more adults than ever before. What's more they were thoroughly enjoying themselves, nothing at all inhibited about their play which exuded sheer pleasure and excitement. Noticed at Gerry's were two white haired ladies with what must have been their grandchildren who were seen to be playing air hockey and videos and they were small girls all very much upper middle class and all exhibiting unabashed glee over the games. There were girls galore, together, alone and with boyfriends....The great surprise was that so many of them went in and played alone. At the Beachcomber, a **Sega "Hang On"** was doing great trade. Curiously enough this piece was practically monopolized by male adults and near adults who saw it as very close to the real thing. Another surprise was the sight of large numbers of young fathers with their children....and it would be difficult to judge who was getting the greater kick out of the games.

Many of the fathers were obviously grown up, married post war baby boomers now in their late thirties or even early forties. The interesting thing about these people was the fact that they obviously were somewhat driven by nostalgia because they inevitably went to the older Games and Amusements.

Over at Wasaga, Peter Janda said on this subject "A short

time ago we had a fellow and his couple of sons in and when he saw the "Fortune Teller" made a bee-line for it, saying, "Hey boys, here's one I used to play when I was your age, let me show you how it works" That seems to be a fairly common thing these days. Fathers and their children playing with pleasure the same games the former was familiar with from childhood. There was even a fair degree of competition involved between these people."

Important To Have Games For All Ages...New and Old

Common to all these Arcades was the greater variety of equipment than previously. There were lots of pins and more Amusement pieces than were to be seen in Arcades two or three years ago. This reflects the present state of the operating industry where diversification of equipment is the going thing. Moreover, players want it and so, it's no longer just a video industry....though good, brand new videos are very "hot" and age is no barrier to a machine. There's even a great affection for "Golden Oldies" such as "Space Invaders". Nostalgia also applies to videos as well as to Pingames and specialty pieces. **Gerry and Marc Wunderlich** were insistent that at a resort Arcade the only way to go is "to have something for everyone because these days everyone comes in" particularly when the weather doesn't favour going to the beach. Those were sentiments expressed by all the operators and attendants....And it was fully borne out by what was to be seen.

"Family Entertainment"....Fun For All!

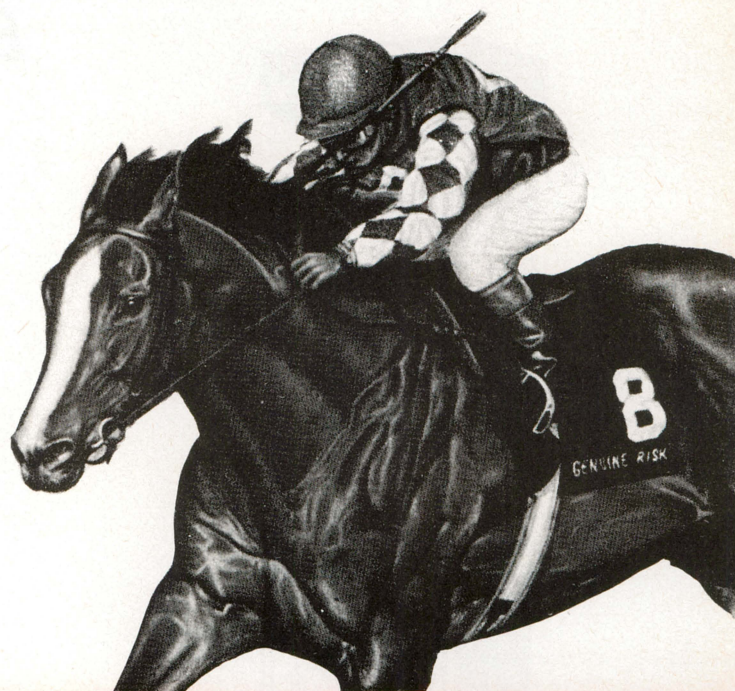
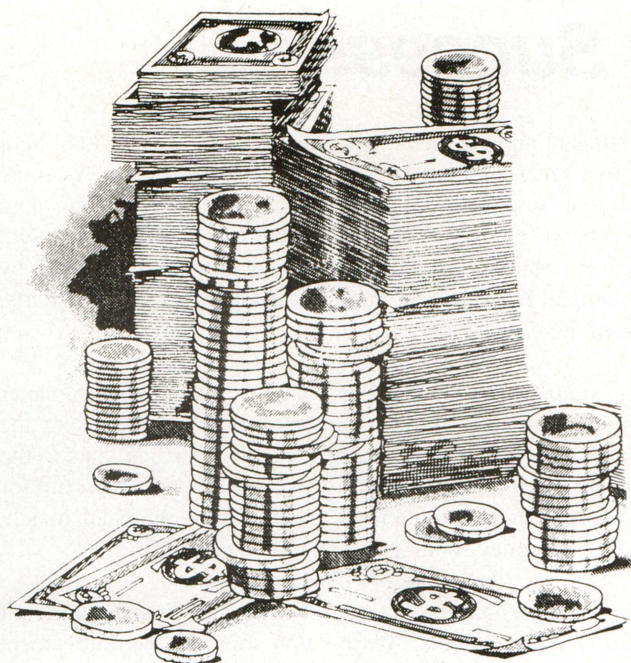
It's been a surprisingly good business season despite less than ideal summer resort weather and beach depredations due to abnormally high water levels. Coming out of this summer's Arcade Operation is the appreciation that Music, Games and Amusements are fully established as family entertainment and the "Sex Barrier" and "Age Barriers" are now broken.

Best of all, people of all types enjoy Games and Amusements, will play them extensively and pay well to do so....That's what the future of this industry depends upon.

At the same time, really exceptional videos and pins will generate enormous play and support 50 cent pricing at least initially. There is room for advertising and promotions to woo the public and this is something to which more operators ought to address themselves.... Part of this is the necessity of putting good new games before the public as soon as possible. It is also a case of keeping up good standards of locations' decor, cleanliness, ambience and operation.... This is not an industry where the public can be ignored!



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Mort Ansky - VP Merit,
Kirk McKennon - Tournament Director Merit
Bill McClure - President Nomac
Jim Ratliff - player, Indianapolis, IN

Thursday night kicked off the event with a free cocktail hour and live entertainment by Prankster and Devere, a two-man band that sounded like much more because of their own background tapes. The lavish ballroom, decorated with welcome banners and informational signs furnished by Tournament Sponsor Old Style and sixty-five Pub Time darts, awaited the competitors.

An amazing 96 teams (192 players) entered the \$5/player "Get Acquainted - Draw Your Partner" event following the cocktail party. Pub Time added jackets, shirts, and hats to the \$960 "all entry fees returned" event. The "D.Y.P." was fun for all - except the tournament staff who, after the final match, closed the tourney room at 3:30 a.m.

Undaunted, stage director **Kathy Brainard/Cook of Major Events**, Seattle, Washington, opened the tournament room at 9:00 a.m.. Friday to prepare for the first of nine events to begin. The tourney ran right on schedule as players in Mens Doubles Class A, B, & C; Womens Doubles Class A & B; and Open Singles Class A & B fought their way through the "brackets" on their way to the "PITS" (an area designed to allow more people to watch the final matches). Matches were caled by Tony Urso of Madison Coin Machines, Wisconsin. (Rules and Awards Committee Chairman, AMOA/NDA)

The tournament room closed early Friday night; but due to the wide variety of entertainment available at the Tropicana and Las Vegas, odds have it that few players (or staff) went directly to their rooms!df

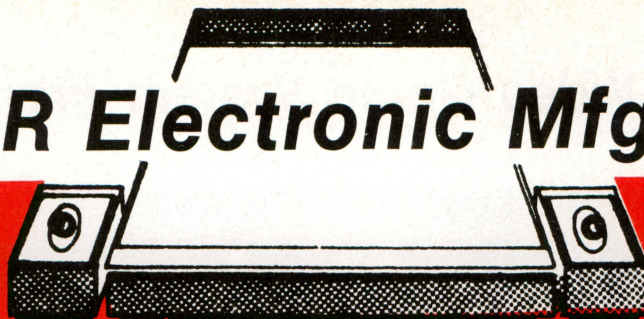
Saturday morning featured the beginning of the Mixed Doubles Class A & B as the beat of the music from the NSM Jukebox furnished by Able Amusement, Las Vegas, made the players feel right at home. While mixed doubles continued, activity in the "pit" began, featuring the final matches of Friday's events.

As play was winding down in the "pit", hotel staff busily began preparing for the 300 players, operators, distributors, and staff who attended the awards presentation and banquet.

Handing out the Player awards were Bill McClure, President of Nomac Ltd.; Fred Kelley, V.P. Nomac Ltd.; Mort Ansky, Merit V.P.; and Kirk McKennon, Tournament Director.

In summary, **Merit's Mort Ansky** turned the tables on the players, "Give yourselves a big hand. Without you-the player and your operator sponsors, none of this would have been possible."

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Nintendo announces the release of an exciting new 10 games in 1 cabinet system entitled **PlayChoice-10™**. This new concept gives players 10 different game selections while allowing the operator to purchase only one dedicated cabinet at a competitive single game process.

"This piece is perfect for the location that has limited floor space and a diverse customer base" states **Frank Ballouz, Nintendo's VP of Marketing**. "This single cabinet has so much versatility and variety that it can convert a one game location into a game room or small arcade!"

PlayChoice-10 is housed in a narrow body dual monitor cabinet; the upper monitor is primarily used for scoring and instructions leaving the lower screen totally devoted to game play. A player steps up to the cabinet and is presented with a menu of 10 different games:

- Baseball
- Tennis
- Golf
- Excitebike™
- Wild Gunman™
- Mario Bros.®
- Super Mario Bros.™
- Duck Hunt™
- Hogan's Alley™
- Balloon Flight™

Once the game has been selected he is given additional options such as one or two players, difficulty levels, or

a special 'Design' feature in **Excitebike™**.

Though many of the titles are familiar as previous **Nintendo** releases, most present new elements of game play to give players a fresh look at the games. Two all new titles are **Balloon Flight™**, and action oriented, simultaneous two player game and **Wild Gunman™**, a new game in the vein of the popular **VS: Gun Pak Series**.

The cabinet features Nintendo's new upgraded light gun attachment.

Another unique feature of the **PlayChoice-10 system** is the determination of length of play. The operator can set the meter starting at two minutes per play. Once the system is activated, the player "owns" the machine for the length of the time he has purchased. Nintendo has also built in a player "volume discount" called 'Prime Time' whereby players earn bonus time by depositing additional coins up front (e.g. Standard Time: 1 coin = 300 units, Prime Time: 4 coins = 1500 units). This feature is also operator adjustable.

During the allotted time the player can choose to reset, select another game or 'stop action' to study his next move. For example, a novice player can begin with **Super Mario Bros.™** and may reach Game Over with 150 units of time remaining. They can start again on this selection or switch to **Tennis, Baseball, Wild Gunman™, etc.** An expert player may want to continue a game even though all his time has elapsed. The machine will give him a chance to recoin and continue the game.

"PlayChoice-10 has been testing exceptionally well."

Comments **Mr. Ballouz**. "We fully expect it to open the doors to new locations that weren't effective for single game systems." He concludes, "Operator's can depend on **Nintendo** to keep coming up with innovations that have their profits in mind."

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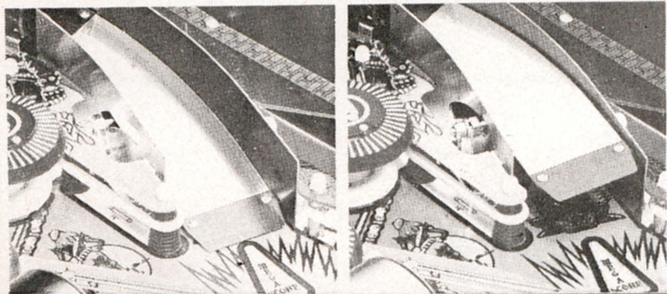
ROAD KINGS, Williams new motorcycle themed pingame, is a further example of the fine art and science Williams engineers have brought to pin-making.

Game play is fast and hot! Locking up two balls for double-score multi-ballTM is just the beginning of features that challenge and excite. Lock up two balls again during multi-ball play and start a brand new feature: Time Lock. Earning time lock raises the power ramp for mega score and extra ball. Utilizing the detour ramp and power kick keeps play sizzling.

Audio Sounds Add To Excitement

The totally new sound system expertly utilizes sophisticated mechanisms for real band audio reproduction. Different themes orchestrated for different features, the thrill of motorcycle revs and taunting speech all serve to underscore the exciting play action.

The power behind the machine is awesome. The innovative new backglass and pivoting playfield allow easy accessibility for service and open up a whole new world



MULTI-BALLTM has it all with new time lock and mega score!

of intelligent features. Automatic switch testing can identify a malfunctioning switch, automatically re-program play around it and spell out on the alphanumeric display exactly which switch needs repairs. The display also provides the player with instructions and the operator with adjustable feature information. Automatic replay percentaging is offered.

MULTI-BALLTM

has it all with new time lock and mega score!

Lock up 2 balls for double-score multi-ball and the excitement's just beginning! Lock up 2 balls again during multi-ball play and start a brand new time lock feature for heavy bonus building! Earning the time lock bonus raises the ramp for mega score and extra ball!

Breaking the sound barrier!

It's a totally new sound system that expertly utilizes sophisticated mechanisms for real band audio reproduction! Different themes for different features underscore the action and the dynamic combination of motorcycle revs and taunting speech conquer the air waves! You've got to hear it to believe it!

R-O-A-D- K-I-N-G-S!

Spelling R-O-A-D or K-I-N-G-S lights locks, detour ramp and power kick. Spelling R-O-A-D K-I-N-G-S lights extra ball and out-lane specials! The center detour shot spots letters while building the detour value. Making the drop target when lit also spots a letter.

4-way lane change!

Making the 1-2-3-4 lane advances the bonus multiplier 2X, 3X, 4X, 5X and lights bonus holdover!

Williams® GRAND LIZARD™

*The next exceptional pin
from
the exceptional pin maker!*

The newest hit from the maker of exceptional pins is a masterpiece of a game called **Grand Lizard**.

A 3-dimensional replica of a lizard's head literally rules over the playfield with a mighty roar, flashing eyes and sinister tongue that serves as a ramp to direct game play. The game itself comes to life with the sounds of the jungle. Drum beats, the rhythm of native chants, and the squawking, chattering and trumpeting of wild animals intensify play action. Features

Gives Intensive Play And Exciting Jungle Audio Action

such as multi-ball™ mystery score and magna-save™ keep players coming back game after game after game.

Grand Lizard appeals to operators equally as strongly as it does to players. Reliability and quality assurance are the keys. Each game's circuit boards have gone through 24 hours of continuous burn-in. Each complete game has been up and running for a minimum of 4 hours and a team of 40 quality assurance experts has tested each and every facet.

The pivoting playfield reveals remarkably intelligent software such as automatic switch testing which can identify a malfunctioning switch, automatically re-program play around



it and spell out on the alphanumeric display exactly which switch needs repairs. The display also provides the player with instructions and the operator with adjustable feature information. Automatic replay percentaging is offered.

The result is another quality Williams game that's a reliable money-maker.

Canadian Trivia Whiz? 1st Edition

- ★ **The First Time Canadian Made Video Game Will Be Available Soon!**
- ★ **10,000 Questions!**
- ★ **All Questions With Canadian Contents!**
- ★ **This Kit Can Be Converted To Any Other Game Such As: Merit, Greyhound, Little Casino, And Any Other Poker Game!**

The Complete Kit Will Be Available At The End Of Oct. 1986.

Any Inquiry Please Contact

Taico Electronics Ltd.

17313 - 106 Ave Edmonton Alta T5S-1E7

PH: (403) 489-3468

Steps To Combat The Counterfeit And Parallel Import Problems:

Therefore, the Board of Directors of the Amusement and Music Operators Association in session at its mid-year meeting on April 6, 1986, hereby officially recommends taking the following steps.

1. A video board game board be introduced into the United States market at least ninety days before its introduction into the Japanese market.
2. Any dedicated game be introduced in kit form ninety days after its release in the United States market.
3. Any coin-operated game should not be sold in the home market for at least one year after the introduction of the coin-operated games. If this time period cannot be achieved, then the game should only be produced for the home market.
4. The AMOA Board of Directors further calls upon all operators in the United States to buy from known authorized distributors of record and request a hold harmless letter from such distributors guaranteeing that the games or boards do not violate United States Copyright Law.
5. Any information on suspect boards or equipment should be immediately forwarded to your local FBI office; or The American Amusement Machine Association, 205 The Strand, Suite 3, Alexandria, Virginia 22314 (phone 703/548-8044).



Let us join together in an industry-wide effort... manufacturers, distributors and operators... to combat counterfeiting, piracy and parallel imports which threaten our survival.

Board of Directors
Amusement and Music Operators Association



Intros

"Knockdown"

KNOCKDOWN is a coin-op midway-type game from the makers of **BOOM BALL**. Two-station arcade package comes with automatic ticket dispensers and 115V plug-in portable air compressor.

Players shoot balls at a target of nine cat-rack dolls trying to knock over as many as possible. Players win

tickets accordingly. Dolls reset automatically at end of game.

Operator features include adjustable number of shots, coinage and ticket levels.

For more information, contact your local distributor or call Maltec, Inc., 1550 B Las Plumas Ave., San Jose, Ca. 95133 (408) 923-1302.

Wurlitzer's New SL 600 Jukebox

The new **Wurlitzer SL 600 jukebox** features 160 selections, 200 watts of music power, the Shure pick-up system and the Mars electronic bill validator/acceptor (takes \$1, \$2 and \$5 bills). In production now, the unit measures approximately 50" tall by 36" wide by 22" deep; it weighs 280 lbs. (127 kg).

Other features: high fidelity stereo transistorized amplifier with **Automatic Level Control** and electronic overload protection; four loudspeakers in two-way stereo system; microprocessor-controlled; electronic credit accumulator; easy change of play prices.

Play sequence may be set according to sequence or according to location of record in the magazine; three-digit LED display indicating credit selection and record playing; automatic Top Tunes Selector of location hits; electronic popularity meter, coin counter and service checks.

Records are stored vertically and played horizontally. For more information, give your local distributor a spin, or for referral, the U.S. contact is Jerry Reeves

at 305/423-5591. Wurlitzer's head office is: Deutsche Wurlitzer GmbH, Alter Postweg 408, D-4995 Stemwede 1 West Germany.



ROW IN GREAT BRITAIN OVER ENTREPRENEURS USING NINTENDO HOME COMPUTER GAMES IN COIN OPERATED VIDEO GAMES

There seems to be no end to the way and manner in which video games can be put together to upset manufacturers and distributors. In Great Britain where so-called "parallel" boards first appeared to create consternation and an uproar which is now in full spate in the U.S.A., a new wrinkle has appeared. There, certain well established companies have put into effect a scheme to purchase relatively cheap home use games and after surrounding them with traditional cabinets and works, turning them into full scale coin-operated video games. Well, it's one way of buying "legitimate boards", in this case originating with **Nintendo**. The game **Super Mario Brothers** has also apparently come in Britain from a U.S. Nintendo distributor in the form of P.C.B.s and have gone to that firm's major U.S. distributor in the U.K.

As has been mentioned in other articles in this magazine, British firms regularly import boards and make them up into complete games just as American manufacturers do. It seems

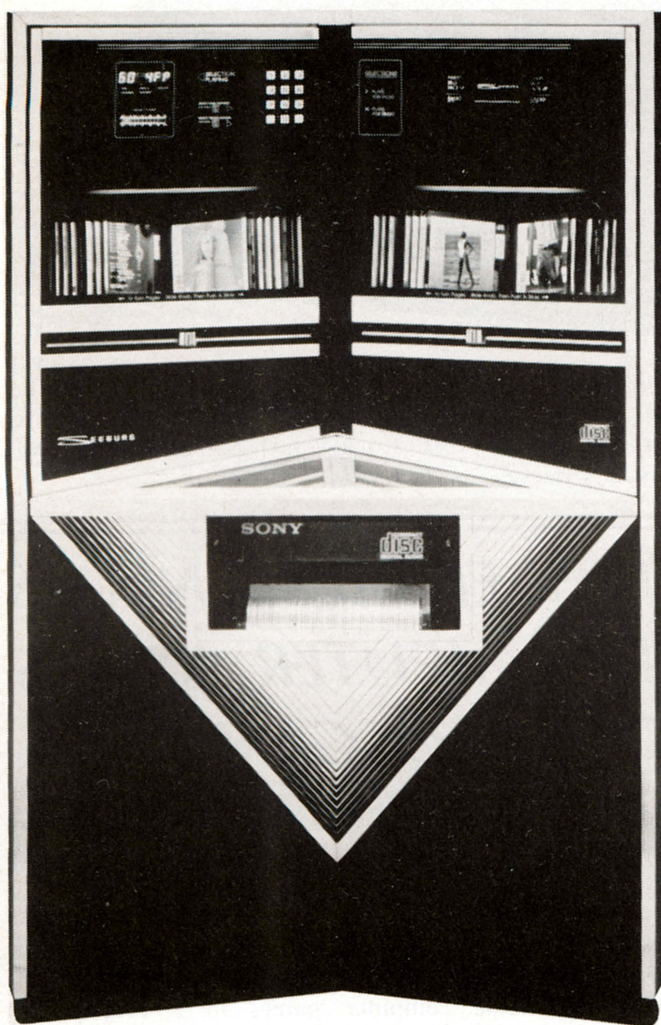
that **Nintendo U.S.** is not amused and is conferring with British solicitors to see what action can be taken to prevent home games being used in the coin-operated role through incorporation or interfacing into or with present games (as conversions) or newly assembled ones. The company's European manager has also come out very strongly to the effect that in Great Britain nobody is licensed to sell **Nintendo's home computer games** in a coin-operated role or form.

These are further examples of the implications of doing business internationally and they have a parallel in some respects to Canada. It is the Americans who are complaining that their interests are being hurt in other countries and curiously enough not the Japanese originators of many of the video games in contention though frequently it is their U.S. subsidiaries or licensees.

Another Innovative Seeburg First:

Laser MusicTM

Seeburg Intro's "Laser Music System," The First CD Jukebox



Jukebox patrons who are into compact discs can now enjoy the same music on the jukebox as they do on their home units, thanks to the introduction by Seeburg Phonograph Corp. of the new "laser music system," which is the first jukebox that accommodates compact discs.

The "marvel of the '80s," as Seeburg's board chairman **Ed Blankenbeckler** calls it, employs the Sony CD mechanism, and the **Seeburg/Sony** engagement for this

special project is expected to herald a new era in jukebox entertainment. The software system was designed by Seeburg engineers and, to quote company president Nick Hindman, "no other machine exists that comes close to this Seeburg product."

A frequent source of reference throughout the presentation was the compact disc, since the introduction of the first CD player by Sony in 1982. It is estimated that there will be 900,000 CD players sold to U.S. consumers this year. Production of the discs at one U.S. plant is expected to exceed 15,000,000 units in 1986. A Sony spokesman projected that this figure could go as high as 14,000,000 per month in 1987, with a continuous "demand exceeding supply" market condition prevailing all the way to the 90's.

"45s have seen their day," states Seeburg's newly appointed executive vice president **Joe Pankus**. The sales potential of the compact disc is unlimited, he said, and the "tremendous numbers are already evident." More and more radio stations are "converting to the use of compact disc equipment," which is further evidence of the growing influence of the CD.

The Seeburg laser music system, with its self contained CD mechanism, gives players the choice of over 600 songs to select from on 60 different discs, which are recognizable and displayed in rotation across the upper frontal area of the machine.

This "artist-oriented menu format" is designed for quick, easy selection, and is similar to turning the pages of a magazine, only you don't touch the encased discs. Selections are made by sliding the selector knob to the specific choice and activating the music.

The machine's validator accepts \$1 and \$5 bills, but no coins. Firm's vice president of operations **Bob Breither** added a little drama to the unveiling when he produced a model's cashbox and proceeded to slowly turn it upside down, silently emptying a load of green bills, to convey its earnings potential. As he told distributors, this is a "currency-operated" (and not a coin-operated) machine.

Complimenting the range and clarity of the compact disc sound is the unique, contemporary cabinet design. The CD capability in itself is a built-in attraction that will appeal to those locations who want to be the first with something new **Seeburg** completed the package by expanding that "something new" element into the entire exterior make-up and cosmetics of the machine.

It's different, it's attractive, it will draw attention. The designers did not sacrifice appearance for sound and managed to present the best of both worlds in this piece of equipment. The factory has developed a full-scale merchandising and promotion campaign as back-up aid for distributors in getting the laser music system off the ground.

During the presentation, **Seeburg** passed out a location in northwest suburban Chicago. The results were very impressive. The average weekly income on the Seeburg laser music system was reported at \$290 over a three-week period, with no apparent resistance to putting bills into the machine. The report notated a suggested 50/50 collection split (between operator and location) plus a 50/50 cost share on discs.

The machine offers numerous operator features and options, including a paging kit and remote control (both wired and wireless versions). Its battery-supported service panel keeps accurate bookkeeping and play figures and the title cover holder is easily accessible for servicing, besides which

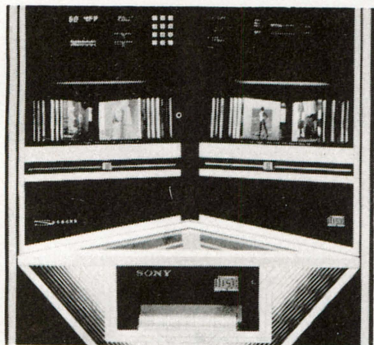
there are no title strips. The micro-processor control system adjusts pricing per play, easily activates the free-play mode, limits the play-time of songs and controls artist/patron monopoly. The test mode feature checks and verifies that all displays and switches are operable and notes any malfunctions. The service panel has a low battery indicator and also monitors the \$1, \$2, and \$5 bill acceptor system. The CD technology provides maintenance-free operation. Further information about the new model may be obtained through Seeburg distributors.

As **Seeburg chairman Ed Blankenbeckler** noted, the laser music system will not be inexpensive but will be "the best quality music available." In his concluding remarks he made reference to the soft state of the music business that resulted from the video boom and advised distributors that the laser music system "will put the music business back into first gear."

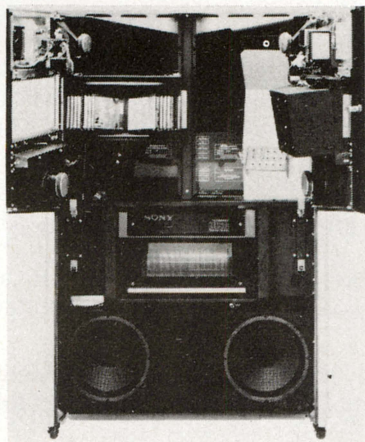
Credit to Vending Times

The Crusader Can Offer Around 600 Individual Song Selections

...based upon its 60 CD record capacity (each CD is an album offering up to ten or more songs).



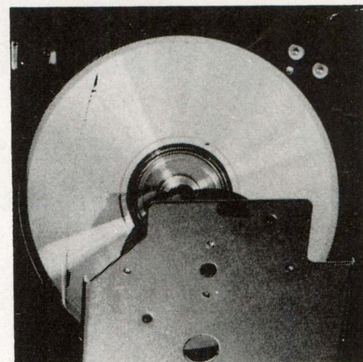
LaserMusic's handsomely designed cabinetry is attractive and meets most decor requirements. The backlit top panel guides the patron through the selection process and the windowed lower triangular panel allows full view of Sony's laser and changer mechanism in operation.



A single key entry opens the LaserMusic unit for quick and easy access to its modular-designed component system. Discs and corresponding title covers can be easily changed and rotated. Just above the lower bass reflex speakers is Sony's laser and changer system, housed in its own internal dust-proof enclosure.



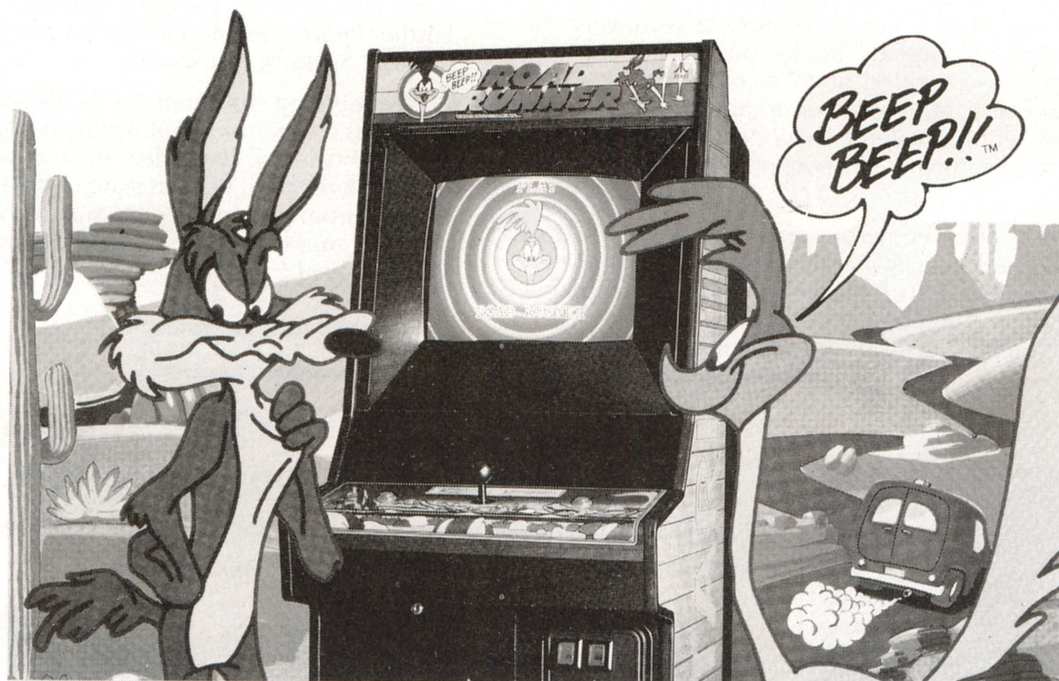
The model's artist-oriented menu format, with the name of the album and artist displayed on the edge of each title cover, provides for quick disc and/or song selection. Using the slide and push selection knob, the patron may select and play an entire disc or separate individual songs.



The disc is automatically and accurately seated on a spinning platform. Sony's three-beam laser process picks up and reads the digital light impulses, translates them into analog signals, and then into LaserMusic. Nothing touches the disc's coated surface so the initial music quality is achieved after hundreds of plays. The laser diode's life cycle is 250,000 plays.

**Amusement & Music
Operators Expo '86
Nov. 6 - 8
Hyatt Regency, Chicago**

Atari Games Introduces "Vend-A-Ticket" Option On Road Runner* ...Increases Player Appeal!



One of the world's most popular cartoons comes to life in a new video game designed specifically for Atari's System I.

With the introduction of their next **System I** game, "**Road Runner**", Atari has introduced a new redemption feature. Called the **Vend-A-Ticket**, operator's can easily retrofit their Road Runner game with this option.

By adding this kit to their game, operators can offer redemption prizes to give players a tangible reward for their playing skills. This feature is the first to be offered for video games, where the skill element is actually incorporated into the game through the software.

By adding the **Vend-A-Ticket kit**, players will see a yellow "win" ticket which appears randomly on each level in the game. Skill is required to collect tickets, as each ticket will appear on the screen for only a few seconds. If the player reaches the picture of the ticket before it disappears, an actual ticket is dispensed.

Operators can adjust payout percentages by selecting options for maximum number of tickets per game, ranging from two tickets up to a maximum of 14 tickets per game. Statistics in the self-test mode show a total number of tickets dispensed to allow operators an easy calculation of the payout.

Atari has tested this feature and the results show increased player appeal of the game, as well as higher long-term interest in the game because of the extra strategies and rewards players receive from the ticket feature.

According to **Mary Fujihara**, Marketing Director for Atari, "We added this Vend-A-Ticket feature to our "**Road**

Runner" game because we are convinced there is tremendous potential for this type of feature on video games if it is done with the right amount of skill requirements. After seeing what has been happening with redemption equipment and talking to many operators, we decided to implement this feature to appeal to a wider range of players ... not just very young or casual players."

"By making the tickets higher value than standard redemption tickets, and minimizing the total that a player can win per game, the frequent and high-skilled players will also find this feature very appealing", explains Fujihara. "Locations can offer special prizes for tickets such as two tickets for a free game token, or 35 tickets for a game t-shirt."

The **Vend-A-Ticket kits** are available through **Atari distributors** and are offered in two kit forms. The full kit includes a **Deltronics** ticket dispenser, mounting plate and template, interface PCB, display sign, decal and complete assembly hardware.

Operators that already have **Deltronics ticket dispenser units** can order the partial kit which includes everything but the dispenser.

Operators who are interested in giving special prizes for Road Runner can order various game promotion items such as Road Runner t-shirts or Road Runner figurines/pencil sharpeners through Atari Customer Service (408) 434-3950.

*Trademark of Warner Bros. used by Atari Games Corporation under license.

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TNT! Self percentaging

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TNT! Built-in playfield inclination



TNT! Unique game features

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THE NEXT TREND™ EXPLODES WITH SPECIAL FORCE™

Special Theme . . . Special Features . . . Special Earnings

- Rockets and bombs explode with bursts of light and sound!
- Attack drop targets with rockets . . . without using the ball!
- Helicopter funnel ramp
- Ball can be taken hostage
- Skill shots free hostages!
- 2,000,000 point escape bonus
- Multiball play



Be part of *The Next Trend*™. Check out Special Force™ at your Bally Midway distributor today!

Bally **MIDWAY** MFG. CO.

Sente Distributors View "Night Stocker In Las Vegas

Distributors for **Bally-Sente Inc.** have been invited to a September 18 and 19 meeting at **Bally's Grand Hotel**, Las Vegas. The video game design company, a subsidiary of **Bally Manufacturing**, plans to inform and entertain the management and sales personnel of its nationwide distribution network in the world's most glamorous city, in an unparalleled resort complex that boasts over 2,900 guest rooms, two major showrooms that feature superstars, seven restaurants, numerous lounges, tennis courts, a theatre, health clubs, and plenty of the excitement for which this Western city is known.

Kicking off the event will be a cocktail reception and dinner on Thursday, September 18. Already recognized in the electronic games industry as a company that advocates organized and outstanding business and social functions, **Sente** is "pulling out the stops" on this one. "The hotel chef is preparing a special eight-course gourmet dinner for us," explained **Sente President Bob Lundquist**, "and, as if that wasn't enough, the group will go 'en masse' to see 'Jubilee', Bally's featured extravaganza that kaleidoscopes dazzling scenes from great Hollywood epics. Of course, because this city never closes, there's still plenty of time after that to enjoy ourselves and see other Las Vegas delights."

September 19th's business meeting will feature addresses from key Bally management. Besides **Mr. Lundquist**, **Maury Ferchen**, **President of Bally's Coin-Op Division** and **President of the American Amusement Machine Association** will take the floor.

Other **Sente** staff members like Vice President of Sales **Steve Blattspieler** and the Company's new Director of National Sales **Jolly Backer** will discuss the industry in general and Sente's position therein, and provide practical and helpful information on pricing, merchandising and future developments.

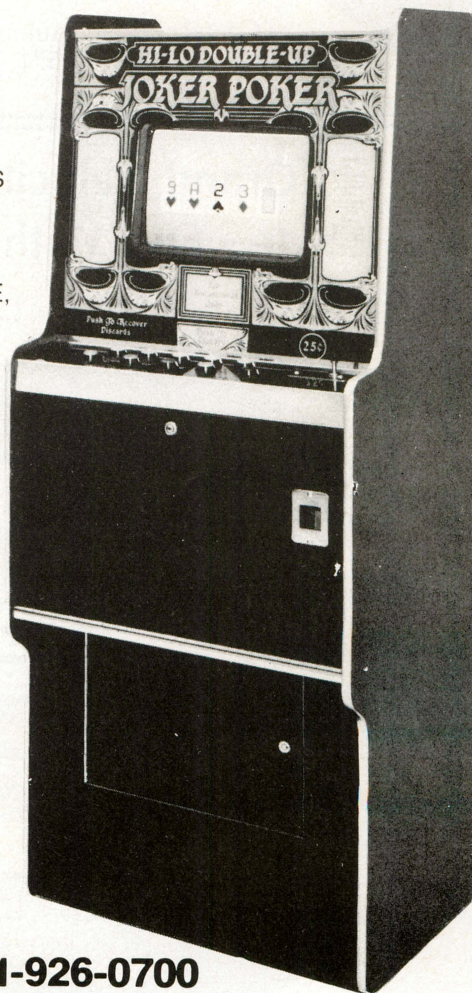
The highlight will be the introduction of "**NIGHT STOCKER**", a much-awaited video game that is already touted as "unique", "compelling"

Game availability is scheduled for late September. **Mr. Lundquist** commented: "I feel certain that the eager turnout for this meeting stems chiefly from the introduction of this exciting new product — rather than from the lure of the meeting site!"

and "doubly challenging" at test locations. The distributors have been eager to view this product, according to **Mr. Lundquist**. Players of the driving/shooting game encounter a dual test of manipulating a steering wheel and shooting a gun at the same time.

**We need and will buy for cash
Electro-Sport Quarter Horses.**

CRANES
FROM BELGIUM
(FLOOR MODELS) ONE PLAYER,
TWO PLAYERS
CRANES FROM BELGIUM
(UPRIGHT) ONE PLAYER,
TWO PLAYERS, THREE PLAYERS
HI LO DOUBLE UP POKERS
KING PINS
FIVE LINE CRISS CROSS
ELECTRONIC SLOT MACHINE,
FREE PLAY
SIX CARD ELECTRONIC
BINGOS
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DAYTONA
LOUISIANAS
MISS AMERICANA
ELECTRONICS
SIX CARD BINGOS
BALLY BALI
BALLY BLUE CHIPS
BALLY WALL STREETS
BALLY HIGH FLYERS
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Now... You Can Convert Any

- **Track & Field™**
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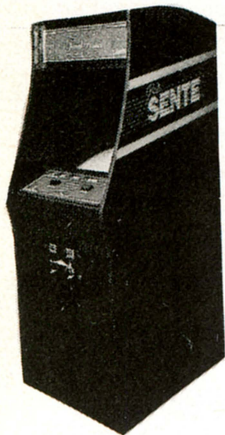
Into A Sente System™!

HOW? Easy... Installing a **Sac Man™** kit by Bally Sente will convert your old out-of-date games into the Hot-test System on the market. Just specify which old game you want to update, and you'll receive everything you need from PC boards and hardware to new cabinet graphics (we even include new paint for the old cabinet!)

Once you've made the conversion, you'll have access to the world's largest library of game kits including:

- Name That Tune™,
- Stompin'™,
- Sente Mini Golf™,
- Gimme A Break™,
- Hat Trick™ and
- Stocker™
- (four new games minimum in '86).

Contact: Laniel Automatic, 151 Rockland, Montreal, Que., tel. 514-731-8571



Grand Velocity Ball System Starts Out With 'Four Kings'!

"Velocity Ball" is a patented system that features unique game con-

cepts on colorful circular playfields. "We call them grand new money-

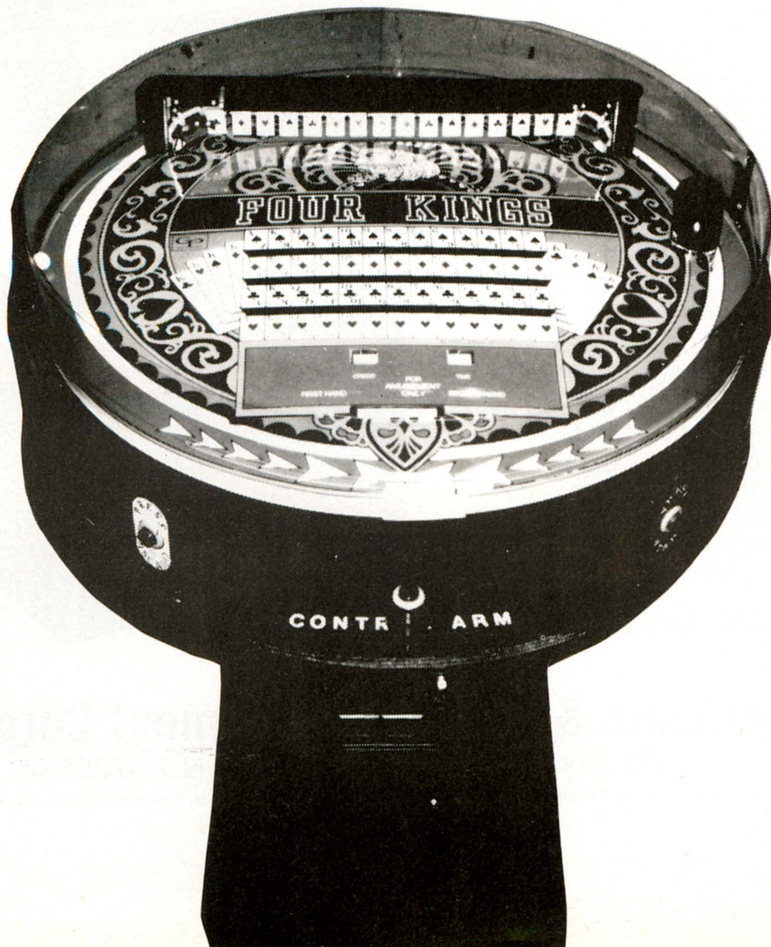
makers," said **Stan Jarocki**, V.P. of **Grand Products, Inc.** in Elk Grove Village, Illinois.

In 'Velocity Ball', game balls are propelled with great speed by air power around the outer diameter of the playfield. The player directs the control arm and trigger release to hit the speeding ball and strike the selected targets in motion.

The forerunner of the 'Velocity Ball' games is **FOUR KINGS**. Designed for amusement only, **FOUR KINGS** is not a card game of chance but a test of skill and timing, challenging the player to hit correct targets in order to light up a winning hand.

Other models of 'Velocity Ball' to be introduced is an exciting **GRAND BASEBALL** theme and the 'grand spree' of **THUNDER DOME** motorcycle races. The circular playfield measures 35" in diameter and the entire unit stands 45" high. A great fit in arcades or any location. 'Velocity Ball' games are available as dedicated units or conversion kits of any of the current models — with more concepts on the planning boards.

For additional information contact **Grand Products, Inc.**, Elk Grove Village, IL 60007. Phone number is (312) 593-2770.



"Williams Wiltelco 5000:" ... **The Bi-Lingual Private Phone** **That Speaks Your Language...** **Bi-lingual If You Wish!**



Now, for the first time ever, there is a private pay phone in the marketplace with the capability of speaking in English or, as an option, in both English and Spanish.

"The Wiltelco 5000 has always been the most advanced, dependable and intelligent entry into the newly deregulated private pay phone industry," said John Huddleston, National Sales & Marketing Manager of **Williams Telephone Company, Inc.** a subsidiary of NYSE-listed Williams Electronics, Inc., a company with almost half a century of leadership in the coin-operated equipment industry.

"Now, with our exclusive bi-lingual option, we can really customize a phone to a location's particular needs. Greater convenience means more usage and more dollars for the operator and location owner."

The bi-lingual option is the latest in an impressive list of features that puts the 5000 in a class by itself. Intelligent answer supervision for true repay operation, pre-programmable rate information, vacuum fluorescent display, remote downloading and information transfer are just a few of its state-of-the-art functions.

Wiltelco utilizes advanced memory compression technology so that the vocabulary for both languages can be put into the phone. A retrofit kit is available to convert 5000 phones that speak only English.

"We also plan to offer other languages as demands in the marketplace increase," said Huddleston. "It's staying on top of location and customer needs that will continue to keep us out-front in the industry."

IDEA BALL **With** **Electronic Scoring**



Break Thru — Your mission — to retrieve the super secret fighter plane from the enemies airfield and fly it back.

Break Thru has five different terrains — mountains, bridges, prairie, city and airfield to retrieve the stolen aircraft. Enemy forces made up of soldiers, flame throwers, tanks, armed jeeps, landmines and more are out to stop you. Each level challenges the player to an all new element of risk and adventure.

Break Thru's unique theme and depth of play will add longevity to its great collections!

Data East USA, Inc. is offering **Break Thru** as both a convertible upright and a horizontal kit.

See your Data East Distributor today or contact Data East, 470 Needles Dr., San Jose, CA. 95112.

Imagination

Leisure Successor To U.S. Billiards



A new name, **Imagination Leisure, Inc.** has merged as successor to one of the amusement game industry's longest running traditions. **U.S. Billiards** announced on June 5, 1986 that effective July 1, 1986, it's product lines would be produced and marketed under a new corporate name that "better reflected the thrust of our energies."

At the same time, according to **Dick Simon**, President of the company. U.S. Billiards was discontinuing manufacture of pool tables; both the U.S. Billiards and K lines of tables. According to Simon, Imagination will concentrate on games starting initially with its popular **SST air cushion hockey game** and its **Super Bowl, a big ball bowler**.

"SST is a stable performer and Super-Bowl is just beginning to gather momentum", Simon added.

"**Imagination** is a name that reflects where our thinking lies. We believe the growth in this industry will come from innovative ideas that are translated into new and imaginative games. That's what we are currently doing and that's where we are heading.

Simon went to describe his **air hockey game** as "the standard of the industry. We've been building **SST's and air hockey games** for 13 years. You simply cannot do a better job than we do. We've incorporated every feature

that both operators and players need to provide fun for the players and profit for the operators. Don't forget, I'm also a distributor and an operator too, so I guess you could say, I know this industry from every angle. Our games reflect all those perspectives."

"**Super-Bowl** is our other current product. We've just been told that Disney World's recent installation of a number of Super-Bols is working out just great. Lots of money in the cash box and no down time. This is a product that is perfect for this market place. Low risk and high rewards that can provide a steady stream of long-term earnings."

U.S. Billiards was started by **Dick Simon's** father, **Al Simon**, in 1963. It blossomed into one of the industry's leading pool table manufacturers, but has always dabbled in games.

Imagination Leisure maintains the same address at 251 Dixon Avenue, Amityville, New York 11701 and the same phone number (516) 842-4242. "SST's and Super-Bowls are available for immediate delivery," Simon adds. So, in a move breaking with the past and looking to the future, say good-bye to the name U.S. Billiards and hello to Imagination Leisure.

Grand Products, Inc., has captured the fun, skill and excitement of electronic darts, with it's new **301 Bullseye Pinball Conversion Kit** introduced at the ACME '86 Show held in Chicago, Illinois.

Designed to **retrofit Bally** standard 4-player electronic pinball games (except 6 Million Dollar Man and wide bodies), the 301 Bullseye Kit contains all components needed to convert an (older) but working Bally electronic pinball into a game with the look, sound and play appeal demanded by todays players.

Scoring on 301 Bullseye is similar to its electronic darts counterparts. The playr starts with 301 points, then reduces his score by being awarded 50 points for a bullseye, and 1 thru 20 points for respective targets hit, plus special double and triple point value

bonus feature award. Each time the player reduces the score to zero, a "301 Win" game is awarded and score is reset at 301 for continued play.

Also, when the player lites the D-A-R-T lanes, then scores a bullseye, the game counts down to zero, awards a "301 Win" game, then restes to 301 for continued play. The object of 301 Bullseye is for the player to win as many "301 Win" games as possible.

The 301 Bullseye Pinball Conversion Kit consists of a new program proms, completely cabled ready to install playfield, new backglass and cabinet side decals, auxillary lamp driver board, new sound board, cables, connectors, hardware, and easy to follow installation and instruction manual.

New Pinball Conversion Kit By Grand Products





It's A Brand New Game!

"Gauntlet II"

★ All new game play featuring over 100 new mazes, more new monsters and unique player objectives.

★ Earnings that rival the original Gauntlet.

★ Includes the same outstanding Gauntlet buy-in and add-a-coin features to encourage multiple coin play.

GAUNTLET II™

Available as whole games for 2 or 4 players
and as a conversion kit for all original Gauntlets.



Featuring over 100 new mazes, more monsters and unique player objectives, **Gauntlet II** also incorporates the proven play appeal and multi-player, add-a-coin and buy-in features that made the original Gauntlet a success.

Gauntlet II is available in both the four-player and two-player whole game configurations and as a kit to convert existing four-player and two-player Gauntlet games.

In addition to more than 100 new maze designs, many randomizing features have been included on **Gauntlet II** to further diversify the game play. There are also several new features, monsters, potions and hidden strategies to be found in each maze. Players can also choose any of the four original Gauntlet characters from each position of the game.

"In our test locations where we have converted Gauntlet games that have been out for six months or more, **Gauntlet II** has brought earnings back up to the level of Gauntlet when it was originally installed," states Mary Fujihara, Director of Marketing for Atari. "The performance of Gauntlet II is better than a typical conversion kit, it's like installing a brand new game."

Each of the 100 new mazes can be seen in a multitude of different ways using random elements such as horizontal and vertical reflection, deleteable walls, alternative starting places in the same maze, random food and potion placement, randomly arranged traps, extra speed on monsters and various patterns for monster behavior.

The player is given the opportunity to make more tactical decisions as **Gauntlet II** provides more unique game play situations and features. New features include secret rooms, moveable walls, secret destructable walls, invisible walls, closed treasure chests that could contain something good or something bad, exits that close and reopen, fake exits, walls that move in a cyclical pattern, stun tiles, multiple traps, invisible trap walls, local traps, force fields, poisoned food and poisoned potions.

All of the original Gauntlet opponents remain with the addition of many new creatures. Among the newest adversaries are Super Thief, Super Sorcerer, the Acid Puddle, the IT creature, the Mugger and the Dragon.

The fire-breathing **Dragon**, in particular, adds a whole new dimension to the game. Players will find that cooperation is the best strategy to overcome the Dragon and obtain the treasure and permanent potions that he protects. By defeating the Dragon, players will also be given special game play hints that will help them to find a secret room.

In addition to all of the original potions, players will find several new potions to collect. Invulnerability, repulsiveness, reflective shots, super shots, and transportability number among the new special temporary abilities. Experience will tell the player which potions provide them greatest advantage; some potions may not be beneficial depending on the game play situation.

On **Gauntlet II**, a player can now choose his favorite original Gauntlet character (Thor the Warrior, Thyra the Valkyrie, Merlin the Wizard or Questor the Elf) even if that hero is already in play. The four characters are color coded so there can be as many as four Warriors (or any of each of the four original characters) in play at the same time. For instance, if four Warriors are in play, one will be red, another blue, another yellow and the remaining one would be green.

"Players especially like being able to select their favorite hero", observes Mary Fujihara. "They definitely identify with a specific character and like to be able to play with a friend that wants to play the same hero."

All **Gauntlet II** games and kits shipped within the United States and Canada will also include a special contest feature, the **Gauntlet II Player Quest**. By finding a secret room and performing a specified task, players will be able to enter a drawing sponsored by Atari Games. Over \$12,000 in prizes will be given away in the Players Quest Contest.

Gauntlet II kits contain a full set of EPROMs, a new attract decal, a new control panel decal, overhead display sign and replacement switches for the existing joysticks. **Gauntlet II** Player Quest contest materials will also be included with whole games and kits shipped within the U.S. and Canada.



How To Run A Table Soccer Championship



STEP BY STEP

Congratulations on your decision to run a Dynamo table soccer location championship. This tournament is designed to give your location an exciting, active in-house promotion which will stimulate player interest and enthusiasm not only before and during the program but also long afterwards. In addition to attracting new customers to your location, it provides your regular customers an opportunity to test their skills against players of their own caliber at the local level of play. Below is an in-depth, step-by-step procedure designed to aid you in setting up, running and maximizing the benefits of this promotion.

1. Tournament Kit Inventory

After opening your package, you will notice that each kit contains the following items:

- Two "Get Ready, Get Down and Win!" posters.
- Two sign up sheets.
- Two 16 team, double elimination bracket charts.
- Six Dynamo certificates of achievement.
- One "How to Promote" booklet.
- One mail order form.
- Two sets of rules.
- Dynamo table soccer brochure.

2. Scheduling Your Location Championship

Date — the first step is to decide on a date. Ideally, you should allow three to four weeks lead time to advertise your tournament. The particular day of the week on which you

hold these preliminary tournaments (i.e., Tuesday versus Friday) is totally at your discretion.

Time — be sure to allow at least five hours to complete your tournament. More time may be necessary if you expect a very large turnout or if the number of tables available for tournament play will be limited.

Note: the location has little need for promotion on its best day and the tournament cannot be subjected to the burden of the location's poorest day. In deciding on the day for the tournament, consider that a tournament will have its greatest impact if it is the main event for the night and yet the impact will be wasted if there is no crowd there other than the contestants. Balance these factors — pick a night when the location has a strong crowd and no competing events and when the tournament will not be an operational burden on the location management.

3. Categories

There are many different categories of competition but probably the most popular is the **open doubles** category. This is competition between two teams of two players each. We therefore suggest that your tournament consist of an open doubles competition. Other categories are explained in the "How to Promote" booklet.

4. Prizes

Guaranteed prizes draw contestants more effectively since they know what they're shooting for. It is up to your discretion as to whether you will award cash, prizes or a

combination of both. Naturally, it is usually a good idea to start small until the promotional ball gets rolling and then grow with the snowballing effect you've created.

Cash — as a guideline, a \$100 total prize money tournament should break down as follows — first place wins \$50, second place wins \$30 and third place wins \$20.

Merchandise — it is acceptable to offer merchandise as a supplement to your cash prizes. Trophies, concert tickets, dinner coupons from local restaurants and gift certificates from area clothing and record stores are a few possibilities.

Dynamo certificates of achievement — these should be awarded to each player on the first, second and third place teams.

5. Creating Revenues

Entry fees — as a guideline, your entry fee per player should be approximately three percent of the total value of prizes awarded for that event. For example, the entry fee for an open doubles competition offering \$100 in prizes should be \$3 per player. Your aim should not be to cover the cost of the tournament through collection of entry fees. You should be trying to generate interest in competition which will pay back your investment through increased location revenues. **In order to insure the success of your first tournament, we suggest that you keep the entry fee minimal or even allow free entry.**

Quarter intake — the foosball tables used for tournament play should never be placed on "free play" during competition. Rather, players should be expected to pay the regular price of play to acquaint them with how the national tournaments will be run.

6. Publicity

Alert your customers to the date and time of the tournament by writing that information in the appropriate places provided on the location posters ("Get Down, Get Ready and Win!!"). Display these posters near the tables and other highly visible areas. Put the posters up on display as soon as you decide on a tournament date — **at least three weeks** in advance.

7. Running Your Location Championship

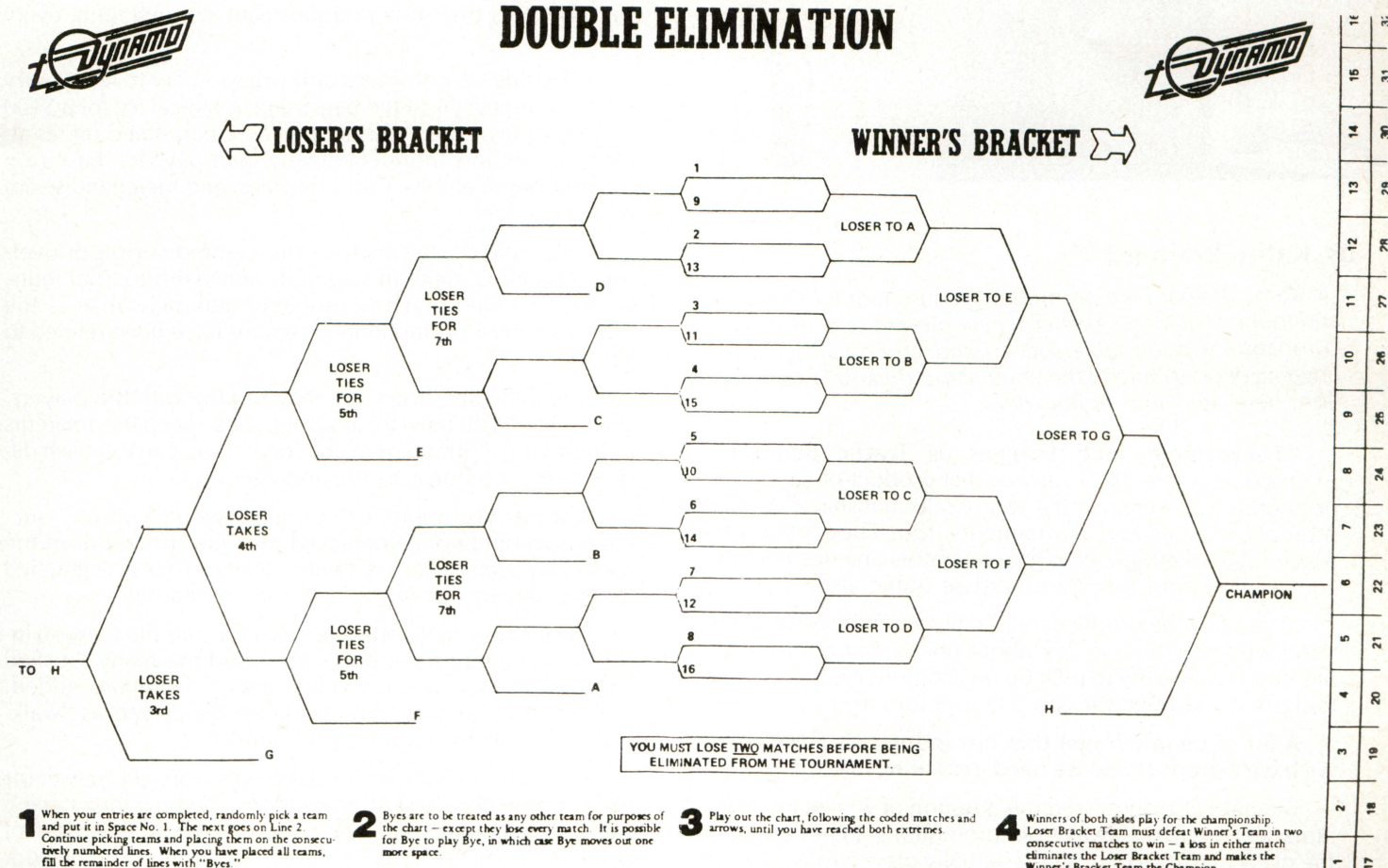
Sign up sheets — in order to insure that your first tournament be a success, you will want to begin signing up teams immediately. Continue to take sign ups until thirty minutes prior to starting time on the day of the event. Note — by sending the sign up sheets to Dynamo, your local players will be added to the national mailing list.

Double elimination bracket charts — after the players have signed up, record their names on the charts and, following the instructions on these charts, run your location championship. It is suggested that all matches be the best two out of three games, played to five points, in both winner's and loser's brackets. If necessary, loser's bracket matches may be one game to seven points.

8. Continuing Promotions

Your Dynamo location championship can be just the beginning of increased revenues for your location. **please call or write for a "How to Promote" booklet.** It plays no part in the actual running of this promotion, but serves instead to help make you aware of how to promote table soccer in your location and thus keep the enthusiasm generated by this program continuing throughout the year.

DOUBLE ELIMINATION



Pointers On How To Operate A Pool Or Dart League



By Kathy Brainard

Kathy Brainard is a promotional consultant for Dynamo, and founder of Major Events, a new promotional marketing company for pool, table soccer, and other games. In the ongoing effort to spread the word about organized competition, here are some of her ideas:

"Tournaments and Leagues as Traffic Builders," Brainard reminded the audience that product-plugging and promotions are very much a part of salesmanship. "We can promote leagues and tournaments, too. They are a very powerful marketing tool to give operators an edge over the competition, and they can increase traffic also."

"We have the product and the places," she elaborated, "and we know how to talk about prices. But our industry has been really slow to pick up on promotions. It is the one thing that the operator can use to improve his business."

A lot of people forget that our industry is a business; we have a product and we need marketing to get it going."

Brainard also addressed the question of why many operators seemingly shy away from promotions. In her opinion, the cyclical nature of business actually plays a role. "When business is good, you ask yourself, 'why do I have to?' And

when business gets bad, you are busy trying to survive. But the smart operators have been promoting all along."

A free sample is the basic element of a promotion, and the operator should provide players and location owners with them. For a promotion of small-table games, he can mount posters and bring in the game for a trial. With pool, the location owner could get invited to watch his competitor stage a league night. Players could be provided with T-shirts, free play or other incentives. "You want them all to sample the game," Brainard emphasized.

Once the operator decides to stage a tournament, he should perform the essential tasks, Brainard recommends:

- **Select a suitable date and time** — Allow two weeks of lead time to advertise the tournament. Most evening competitions begin around 8 P.M. Don't set up a schedule that conflicts with Monday-night football or Super Bowl Sunday; consult the location owner and regular players on their preference for day of the week. Try to schedule the tournament to coincide with holidays, community events such as telethons or seasonal festivals, and regional or national tournaments.

- **Select the category of play** — The most popular categories are singles in pool, doubles and singles in darts, and doubles in table soccer. A "draw your partner" format prevents the same doubles team from winning every week.

- **Decide on entry fees and prizes** — Try to keep entry fees low, especially at the beginning. A typical fee for a \$100 weekly tournament is \$3 per player. Guaranteed prizes attract contestants more effectively than payback based on the number of entries. Cash, trophies, and merchandise are all acceptable.

When asked what are the most common errors or oversights operators make in staging leagues and tournaments, Brainard replied that few problems generally arise — the manufacturers' promotional programs have been refined to prevent them.

One difficulty, however, may surface with the players' skill levels. "You have to do something to keep the amateurs coming back," Brainard maintained. "You can establish different divisions or a handicap system."

Rewards are many for operators who "pull off" successful competitions. Increased revenue spreads from the game play itself to sales of drinks. Relations are strengthened among players, locations, and the community.

The games, the operator's business, and the coin-op industry receive positive publicity. "And the many satisfied participants start a snowballing effect," Brainard added. "Others want to join." She described the players as "walking billboards for future promotions."

In conclusion, she advised the operators not to wait for their competitors to start promotions, "Even if they have," she encouraged the audience "don't despair, there is a lot you can do; be creative; do things differently than they do. But remember, you must promote!"

on the Move

J. Wahby Named Midway Sales Director for Bally Midway



Jan Wahby has been named Director of Sales for **Bally Midway Manufacturing Company**. Jan's responsibility includes all three Bally coin-op product lines: **Midway Video, Midway Pinball and Sente Systems**.

Jan comes to Midway from Bally Distributing Corporation where she was Sales and Marketing Director. Previously she had held several other positions of increasing responsibility during her six years with Bally's Distributing, Pinball and Gaming divisions.

Prior to joining Bally, Jan gained eight years of experience in the motion picture industry. She is a graduate of DePaul University in Chicago.

"Jan's broad background in the entertainment business will help her be a great asset to our sales organization," commented **Steve Blattspieler**, Bally Midway's Vice President of Sales. "Her four years of recent experience in Distributing will be especially helpful in enabling us to be even more responsive to the needs of our distributors and their customers, the operators."

Williams Appointment

Richard Wilkus, General Manager of **Williams Electronics Games, Inc.**, has announced the appointment of **Larry Kesselman** as Vice President-purchasing.

Kesselman will be responsible for all purchasing and MRP activities for Williams' manufacturing facilities in both the Gurnee and Chicago plants.

Prior to joining Williams, Kesselman served as Corporate Vice President of Wico Corporation. Commenting on the appointment, Wilkus stated, "While at Wico, Larry's responsibilities included all domestic and foreign purchasing activities. This allowed him to develop many Far East contacts which I feel will be very beneficial to Williams and our customers. Larry is an experienced professional and a welcome addition to the Williams family."

Replay's Ed Adlum Named AMOA Merit Award Recipient



Ed Adlum, founder and publisher of **RePlay Magazine**, Woodland Hills, Calif., has been named the recipient of the **Amusement & Music Operators Association's Merit Award**.

The award is given in recognition of "unique contributions to the coin-op industry". **Mr. Adlum** will be presented the award at **AMOA Expo '86**, the association's annual exposition & educational seminar to be held November 6-8 in Chicago.

The AMOA Merit Award was created in 1984. Its first and only previous recipient was **David C. Rockola**, founder and chairman of the Rock-Ola Manufacturing Corp., Addison, Ill.

A native of New York City, **Ed Adlum and his wife, Tippy**, founded **RePlay** from their Woodland Hills home in 1975. Tippy is currently the magazine's vice president and general manager.

A 1961 journalism graduate from New York's Fordham College, Adlum was later hired as an editorial assistant in the coin machine division at Cash Box magazine. He subsequently was appointed general manager of the division and went on to become the magazine's managing editor when it moved its publication headquarters to Los Angeles in 1974.

The Coin-Operated



Breath Alcohol Scanner

"Check Yourself"... A Serious Solution Re Drinking

During the past decade, pressures generated by several consumer awareness groups has focused attention on alcohol abuse. In an effort to combat drunk driving, the "Check Yourself" program was launched in March of 1985.

The heart of the "Check Yourself" program is the coin operated "Check Yourself" breath alcohol scanner, a sophisticated, yet easy to use, state of the art, electronic device that accurately measures the amount of alcohol present in the blood.

To take a test, the restaurant or tavern patron deposits 50 cents and then blows into the machine through a sanitary straw for six seconds. The machine then displays one of five readings:

1. No Alcohol present - Drive Safely
2. Low Alcohol Present - Drive with caution
3. Moderate Alcohol Present - Others should drive
4. Borderline Intoxication - Do not drive
5. Legally Intoxicated - Do not drive

The intention is to alert the drinking driver of a possible need to turn his car keys over to a friend or to call a taxi rather than drive himself home.

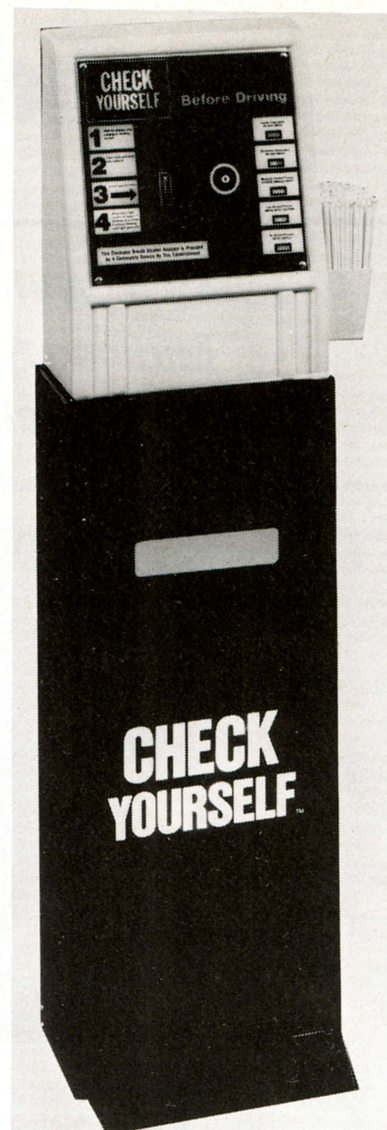
The very presence of a "Check Yourself" breathalyzer in an establishment encourages patrons to drink intelligently, and more importantly, not to drive drunk.

To help drive that message home, each "Check Yourself" breathalyzer comes with special point of purchase support materials: matchbooks, table tents, window decals, self-adhesive signs, etc., as well as a special media/publicity kit that helps the restaurant or tavern owner let his community know that he has taken a stand against DWI.

The founders of "Check Yourself" realize that while an on-premises breathalyzer constitutes a front line for fighting DWI, educational and consumer awareness programs are indispensable for stopping the drunk driver. For that reason, Check Yourself, Inc. has pledged to donate 27% of all proceeds from the "Check Yourself" breathalyzers to national, state and local alcohol education programs, through such noteworthy organizations as Students Against Driving Drunk (S.A.D.D.).

In addition, Check Yourself, Inc. has mounted a national public service advertising campaign designed to inform people of the presence of "Check Yourself" breathalyzers in local restaurants and taverns.

For more information on the "Check Yourself" program, call Toll Free, 1-800-962-1002, or in N.Y. State, call Collect (516) 379-4719.



IGT "S Slot Series" Has Immediate Popularity



International Game Technology, the world leader in gaming technology, has installed 1,000 new S Slot reel-type slot machines in Nevada casinos in less than two months.

Utilizing IGT's latest technology, the machines in the S Slot Series are designed to be flexible so games can be changed in a matter of minutes to accommodate shifting patterns in player appeal.

"These slots were designed to provide players with a wide variety of traditional and new games," Bob Bittman, Director of Marketing, said, "and we're committed to innovating new S Slot games so the machine's popularity remains high."

Coin-Op Players Announce The Formation Of The Amusement Players Association

Top video game players from the **U.S. National Video Game Team** have formed the Amusement Players Association (APA) to help better serve the coin-op industry with better communication between amusement players and those who make, distribute, and operate them.

This link will be established through a variety of methods, including competitions and tournaments on the local, state, and national levels, and through special APA publications specifically geared to the coin-op game player.

The "Tournament of Champions" series will provide members of the APA with competitive play on the latest coin-op releases. The contests will include the upcoming "Player-of-the-Year" competition and the "Video Game Master Tournament." Both contests have been used to supply the editors of the "Guinness Book of World Records" and the "Guinness Book of Sports Records" with the necessary information needed to update their annual listings.

The APA also has plans to publish a twelve-page newsletter to its members on a quarterly basis. The APA "Top Score" will also profile game players, arcades, and manufacturers to help give players a better understanding of today's market. "Top Score" will be mailed free of charge to all APA members.

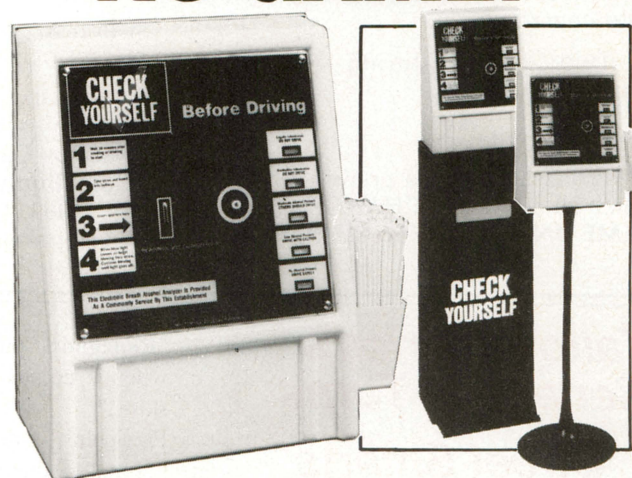
To Help Lure Players To Locations

Also in the works is a video game and pinball high score poster for both arcade and street operators. An easy way to create interest and competitive play, the APA International Scoreboard will supply operators with a variety of incentives to lure game players to their location. Players will record their top scores and submit them, along with verification from a store manager or other reliable witness, to the APA for publication in the "Top Score" newsletter, the APA International Scoreboard Poster, and other coin-op magazines here and overseas.

"I feel that the introduction of the Amusement Players Association will prove beneficial to all facets of the coin-op amusement industry", explained **Steve Harris, President of the APA**, "we are providing manufacturers, distributors, and operators with new options for attracting player interest, as well as supplying the industry with additional positive media attention to help further reinforce the entertainment value of

Continued on page 44

STOPPING THE DRUNK DRIVER IS NO GAME!



The Coin-Operated



Breath Alcohol Scanner

The Serious DWI Solution that Stops The Drunk Driver . . . BETWEEN THE BAR AND THE CAR!

There's nothing amusing about the damage the drunk driver can do to the public and to the Restaurant, Tavern or Club Owner/Operator!

"CHECK YOURSELF" is the Comprehensive Breathalyzer Program that protects both the patron and the establishment. The "CHECK YOURSELF" Breathalyzer is a sophisticated, state of the art, electronic device that is easy to maintain and simple to operate. "CHECK YOURSELF" gives only a 'driving message', not digital alcohol percentages. **IT CAN NEVER BE USED AS A GAME!**

The "CHECK YOURSELF" Program comes with point of purchase display materials, a publicity kit, an easy to use calibration kit, and a choice of attractive stands, mounts or pedestals.

For more information:

CALL TOLL FREE 1-800-962-1002

In N.Y. State Call Collect (516) 379-4719

or write: E.B.A.S., INC.

55 Hudson Ave., Freeport, N.Y. 11520

DEALER AND DISTRIBUTOR INQUIRIES WELCOME!



Proceeds from "CHECK YOURSELF" breathalyzers are donated to local, state and national alcohol education programs through such noteworthy organizations as Students Against Driving Drunk (S.A.D.D.)



NEW!

7 Casino Strip™ Discs by



Status now has 7 different fun adult games called "CASINO STRIP"

"CASINO STRIP" uses actual film footage of live actors and actresses on a Laser Video Disc, with two full color monitors — one for the cast of characters and one for your player hand.

All packaged in a sturdy solid wood cabinet. 7 CASINO STRIP discs to choose from. Each disc has 8 separate characters.

Two discs featuring all male characters.

Also available is a conversion kit which allows you to **CHANGE YOUR GAME IN MINUTES, SIMPLY BY**

CHANGING A PROGRAM CHIP AND DISC.

Fly the blonde stewardess, make the french maid, double your pleasure with the twins, heat up with the fireman, play with the china doll and more.

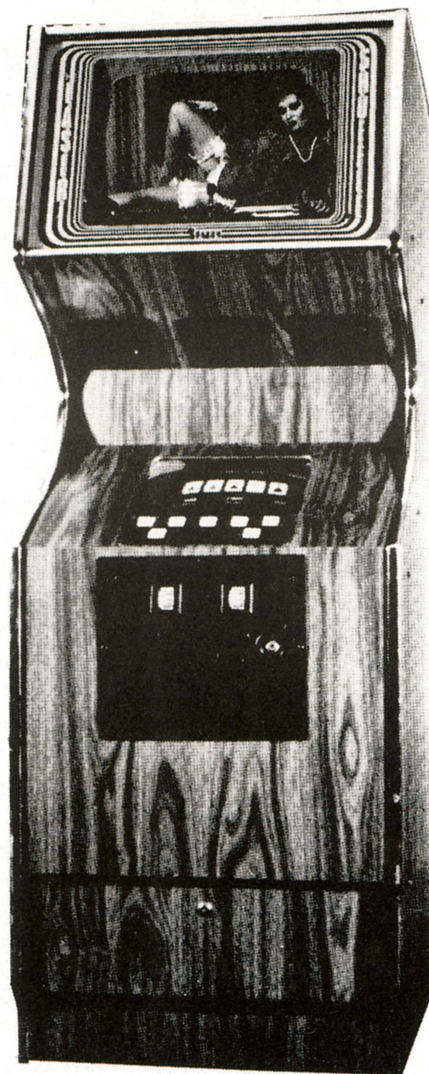
Tired of scanty profits — make the switch to "CASINO STRIP" for a full bucket of \$\$\$\$\$\$

Developed, created and manufactured by

Status Game Corp.

56 Budney Road, Newington, CT 06111.

Telephone (203) 666-1960



Taito America's Renegade Turns "Street Smarts" into



"Renegade pulls out all the stops when it comes to engaging street-smart skills," says **Paul Moriarity**, President of **Taito America**. "Finally, there's a game that pits the players' natural instincts against a rough gang of hoodlums!"

Using these instincts, the player must drive the offending gang from power. Maneuvering the controls, he can make right, left or collar-grasp attacks against individual gang members, plus jump, jump-kick, retreat, and more! And he can quickly clear a stage of the game by defeating the gang boss within a thrill-packed period. The player progresses through the city, encountering his foes in the subways, at dockside, and in the streets.

Renegade is a deluxe kit and converts any horizontal raster monitor game. It

includes PC board, control panel overlay, monitor cover plexiglas, marquee, wiring harness, instructions, control stickers, buttons, FCC cage, PCB mounting brackets, and joystick.

Coin-Op Players Announce

Continued from page 43

coin-op amusement products."

Perry Rodgers, APA Director and "Top Score" editor, concurs, emphasizing the numerous benefits that APA members receive. "Players who join the APA not only get free subscriptions to "Top Score", they are entitled to attend competitions and utilize all the services the APA offers. The five-dollar membership fee is a bargain."

"Membership to the APA is very reasonable," Harris added. "We currently have approximately 1,800 members, and we hope to double that figure by the end of the year. We're all very excited about APA's potential."

Operators are encouraged to notify their local players about the APA and the services it offers. For more information on APA membership and how operators can profit from this new endeavor, write to the APA, P.O. Box 1558, Torrance, CA 90505.

Pacific Vend

Continued from page 16

difficulties facing operators....particularly ones in Canada where games cost 70% more than they do in their own U.S.A. It must also be noted that apart from much cheaper equipment and operating costs, the American operator is also getting 35 cents a play in Canadian dollars compared to the 25 cents one here gets.

Question:

Do you pay a lot of attention to "tuning" games to the majority of players' requirements at any given location? That would include difficulty of play....duration of play, free balls in the case of Pinball...and extra play - that sort of thing? Do you alter settings from time to time on the same game in the same spot, say when players have "mastered" the game?

Answer:

Ideally one should do exactly what you remarked upon; a lot of attention to detail should be paid to get the very best out of games wherever they are sited. However, there's only so much one can do in the time one has available. With experience one learns what players at a location want....so setting machines so that they are not too easy nor too difficult seems to average out pretty well.

Question:

Some of the newer games such as Williams' pin game "**High Speed**", have very comprehensive bookkeeping features. They must make an operator's job of getting the best out of that game very easy and precise?

Answer:

A lot of new games have "bookkeeping" features....and easy to change settings but "High Speed" is in a class by itself. It even will analyze play, change settings to cater to better players. After 500 plays, it will readjust itself if necessary; it is State of the Art, Phenominal!!

Pinball - Rising In Popularity - Will Often Outdraw Videos

Question:

What is the state and position of Pinball games in your knowledge and within your company?

Answer:

They have been growing steadily in popularity over the past two years and have made a good comeback since the video boom fell flat. "**Space Shuttle**", again by Williams, went a long way to reactivate players' interest in the game. Older people have always done the most playing and they still play a lot....but the kids have now also "discovered" pinball.

We are using more than we used to and are now reviving them as about 20% of our games are pins and have always been and still are a basic of this industry! One thing about pin games though is that they take up a lot more room in Games Rooms than do videos and that's quite important....Of course,

so do riding games such as "**Pole Position**" and "**Hang On**" and "**Enduro**". At the same time, these latter are very exceptional pieces, providing great earnings and they exist in very few numbers.

Pins Do Very Well In Street Locations Such As Bars And Restaurants

They are very strong in bars, particularly during the past year. In good locations, pins will do as well or better than most videos and can be up with the best of them and sometimes will even do better. **\$300.00 a week out of a pinball game in a bar location isn't unusual!**

Question:

That sounds like an awful lot of money from a pin these days?

Answer:

Some of them do \$500 a week, though they are rather exceptional. Pins really are on an average top earners these days.

Expensive Games Bring In Good Money

Question:

What will the riding games produce in sales?

Answer:

The good new Motorcycle riding games are pulling in \$800 to \$900 a week out here.

Question:

Are you referring to the sit-down or stand-up videos of this type?

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ORIGINAL ONLY
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J7E 3N4

Answer:

I'm referring to the stand-up, cabinet games. The big question is "how long will they last?". That's important because of the size of the investment in them, more particularly the sit-down versions. But, if revenue hold up they are (both types) excellent investments. At the same time though, these stand-up games with their handlebars have been made very attractive!

Question:

Driving games have always been popular, they always seem to do well. What do you think about them?

Answer:

They don't die fast, they last, look at **"Pole Position"**, that is the proven thing about good driving games. They're always popular, year after year. Even older games of this type will still do \$300.00 a week.

Question:

What about other games apart from videos and pins?

Answer:

We run a number of Pool Games and some Foosball Games. We have Pool Tables in hospital residences, senior citizens homes and some bars and restaurants. In those places they are appreciated and do quite well.

Question:

What do you do by way of promotions?

Answer:

We use them but we are not heavily into them. Internally, we offer free games coupons and sometimes run tournaments; externally, we use local community newspapers when we have something new or special to play or something to say.

Question:

What do you see as major differences between videos and pins from players' points of view?

Answer:

Both of course, have their adherents....but Pinball is definitely much more of a skill game and so each attracts people who want more physical input in a game and more control of how it goes.

Video people tend to look upon that game as more of an outside stimulant to them the way a good or exciting cinema film does.

The rider games such as the sit-downs **"Hang On"**, **"Enduro"**, **"Pole Position"** provide good measures of both and that could be part of the secret of their appeal and popularity.

Question:

On a somewhat different topic, are there any indications of gambling coming in British Columbia as a result of the Federal Government pushing out control of it to Provincial Authorities?

Answer:

Nothing has come out about that subject. May the new Premier may have some ideas; we'll have to wait and see.

Here, Our Industry Is Stable And Even Expanding And Likely To Go On Doing So

Question:

What lies ahead for the operating industry which of course determines the health or lack of it for the entire industry?

Answer:

Karl and I are very optimistic....I said that just a year ago and it proved to be right for what was left of 1985 and it's been even more so for 1986 so far! I don't see any reason whatsoever why it shouldn't be very good for the rest of this year and in 1987 too.

The industry in Western Canada has been quite stable over the last two years and there's also been a noticeable upswing which has accelerated a bit since the beginning of the year. We are buying new pins and videos, complete games, systems and kits - there's room for all of them in this business.

From our sales organization we know things are getting better for operators and sales in B.C. and Alberta and are steady in Saskatchewan and Manitoba.

An operating business still has to be choosy about equipment and locations. The image is good and there are lots of willing players.

Careful buying and attention to details in operating are the watchwords!

This business is now much more professional than it was...it's more complex and part of that results from the 70%-80% higher prices people have to pay for equipment here as compared to the U.S. We hope something can be done to get nearer parity.

Regardless....**"Optimism" is the word.**

**Amusement &
Music Operators
Expo '86
Nov. 6 - 8
Hyatt Regency,
Chicago**

New Games

Continued from page 10

Canada's southern half, has been getting 75 cents for pool and 50 cents for new games. That pricing has been maintained as long as play held up well.

Johnny Zees Of B.C.

John Zanic of Johnny Zee's Arcade in Victoria, British Columbia has put new games on 50 cents for over a year now. He says, "When you have to spend around \$5,000 to purchase new games, there's no alternative and of course, the price can also be cut if players won't go for it any longer. There's usually no problem getting that money with a brand new game. If it's a really "hot" game, it will play well at that money for a long while. If it doesn't, we simply cut the price of play.

Don's Vending - Edmonton

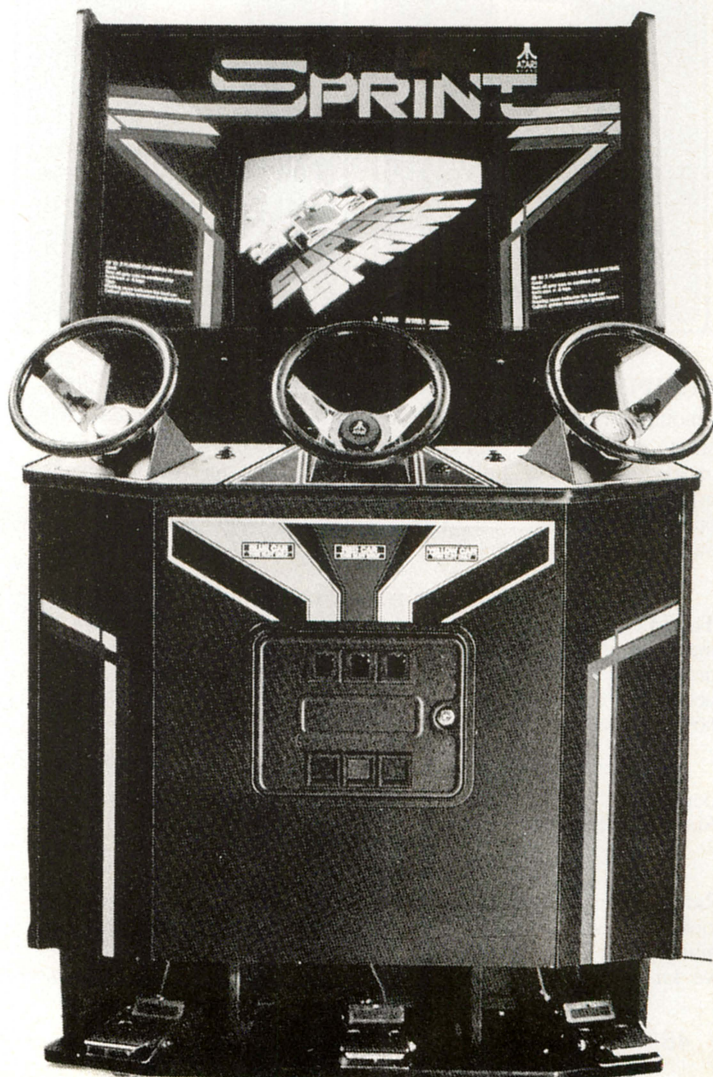
Stan Dons of Dons Vending, Edmonton is a long established Alberta operator who has two Arcades in the enormous and newsworthy West Edmonton Mall. These alone comprise of 480 pieces of equipment. Stan carried on with laser games long after they died elsewhere and had no trouble getting 50 cents for play on them. All the new games he put into those show place locations were set at at least 50 cents and found good player appeal at that money. And, that has been policy right from the start some considerable time ago. When play drops off down comes the price, and hopefully the game has long paid for itself and so, goes on earning profits. At least Stan has expressed himself as being very pleased with the way business has gone in a Province, the economy of which has taken a big beating with the fall of oil prices from which it has not yet recovered

Howison Amusements - Ottawa

Dave Howison of Ottawa is a large and successful operator doing business out of Ottawa in Eastern Ontario. He is not generally convinced that 50 cent play is the way to go, at least where he has his locations. He does, however, recognize the need for his business to take in more money. His company, Howison Amusements, has chosen to go the reduced commission route and in many locations is getting 60% of the take. At the same time he has also recognized that something else has to be done in order to be able to purchase new complete games at their "outrageous" prices. So, they are started out at 50 cents in a time of good business.

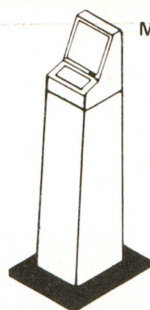
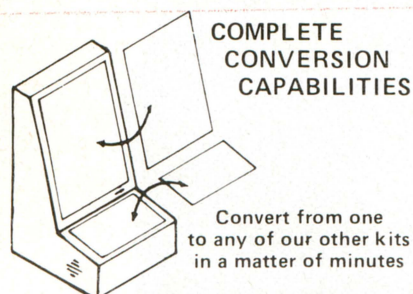
Weatherhead Distributing - B.C.

At the two Arcades and other smaller locations run by Weatherhead Distributing at Expo 86 in Vancouver since early last May, 50 cent play has been the norm, not the exception on videos and pins, getting on for 200 of them. This is a very special situation and Mr. Weatherhead has been delighted with the way the games have pulled in customers over more than four months so far. Line ups of players to get at the games are not at all uncommon at nearly all hours!



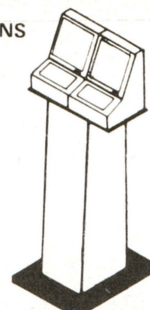
COMPUVEND Intros 'The New Generation'

WITH CONVERSION PANELS COMPUVEND CLAIMS TO BRING YOUR 'OLD HEART RATE' BACK TO LIFE

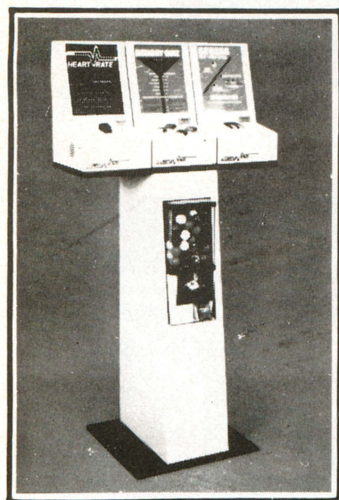
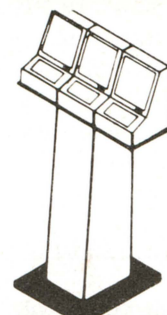


MOUNTING OPTIONS

TABLE TOP
WALLMOUNT
SINGLE STAND



Mounting plates are available to accommodate 2 or 3 units.



the Heart Rate machine itself is doubled when it is placed next to our Stress machine," insisted **Mr. Grill**.

"Then, of course, there is the income from the Stress machine itself," continued Grill. "When that income is added to your updated Heart Rate machine, collections are doubled, and even quadrupled - an unbeatable deal for today's operator."

Grill points to operators who were cautious at first, but who are now reordering enthusiastically as proof of the success of the conversion boards as well as the compatibility with any of the New Generation's six units.

"Any smart operator will tell you that the goal in the vending business is to **maximize profits and minimize expenses**," says Grill. "We know that we are the frontrunners in innovation and design in the vending business, but more importantly, we know for sure that our products - such as the conversion board - help the operator by increasing those profits almost overnight. In the business of vending, what more could you ask for?"

COMPUVEND, the manufacturer of the New Generation vending system in Sun Valley, California has announced their latest design entry with the introduction of their conversion panels which are tailored to fit over the electronic boards originally made by other manufacturers, thus enabling the operator to update their system without incurring the expense of purchasing an entire unit.

These conversion panels will fit over units manufactured by **Tech-Vend, Rockwell**, and several other Heart Rate machines. Once this panel has been installed (installation is problem free, and takes only a few minutes) the old Heart Rate becomes compatible with any of the six New Generation units now manufactured by Compuvend.

"This is particularly cost effective if an operator wants to double their income," says **Compuvend's President, Simon Grill**.

"Simply install the conversion panel over your **old Heart Rate**, and not only does the **Heart Rate** have an updated look, it will now become compatible with our **Stress machine**. This compatibility is vital to the operator because we know through our own extensive field testing that income in

**Amusement
& Music Operators
Expo '86
Nov. 6 - 8
Hyatt Regency,
Chicago**

Data East USA Sells Their Copyright Games Only Thro Authorized Distributors

Mr. Robert Lloyd of Data East USA, Inc. advise they sell their games **only** through their authorized distributors.

Mr. Lloyd said: "Games solicited from anyone other than those listed on our Authorized Distributor List are "suspect" games. In addition, the "DE" logo and the name "Data East" are our trademarks. Any unauthorized use of our marks is in violation of our rights."

The Data East Distributors in Canada are:

Jean Coutu
Laniel Automatic
151 Rockland Rd.
Montreal, Quebec
H3P 2W3
(514) 731-8571

Norm Nelson
Alberta Shuffleboard
12516-126 St.
Edmonton, Alberta
T5L 0X3
(403) 453-6641

Below is a list of games for which Data East owns the copyright/trademark.

Ring King (1-Player)
Ring King (2-Player)
Shootout
Express Raider
BreakThru
Speedbuggy
Karate Champ (1-Player)
Karate Champ (2-Player)
Kung Fu Master
Commando
Tag Team Wrestling
BurgerTime
Lock N Chase
Treasure Island
Pro Bowling

Super Astro Fighter
Zoar
Astro Fantasia
Angler Dangler
Battle Wings
Bump N Jump
Boomer Rang R
Pro Soccer
Explorer
Cluster Buster
Mission X
Destiny
Disco No. 1
Pro Golf
Rootin Tootin

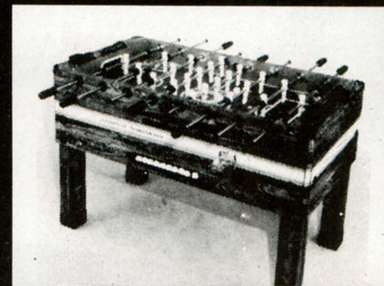
Expo '86

Nov. 6 - 8 Chicago



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(EDMONTON) INC.

Special Purchase!



**Pro Tournament
Foosball Table
\$550.00 Complete**
(While Quantities Last)

Conversion Kits

- Rygar
- Pacland
- Arkanoid
- Athena
- Flower
- Soloman's Key

Many Other Conversion Kits

- Nintendo VS System
And Various Kits

- Monitors • Power Supply
- Joy Sticks • Billiard Supplies
- Foosball Parts, Etc., Etc.

Very Competitive Prices!!!

Now: VISA Accepted

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The Corona Suntanning Offers Big Potential For Operators!



Many Available Locations

Fits perfectly into Racquet Clubs, Health Spas, Resort Hotels, Fitness Centers, Gyms and Beauty Salons. Or, start your own TANNING PARLOR!

Flexible pricing on the tokens — a 30 minute session is usually \$5.00-\$8.00. Possible 40/60 split with locations. This is the biggest hit since the jukebox.

THE CORONA 3000 features a whole new concept in simplicity, reliability and performance, and has a manual clamshell design with 2 heavy duty gas dampers for the top unit, with a non-conductive fiberlaminated framework that means no shock-hazards.

THE CORONA 3000 has a wide, flat bottom arrange-

ment, that has proven to be superior in comfort and will give you a tan even underneath your arms.

The sturdy leg construction of solid steel and is very easy to assemble in less than 10 minutes.

THE CORONA has 30 efficient UVA-lamps, 16 in the top and 14 in the bottom, that give you the ultimate tan without tampering with safety. UVA-output 14-16 mW/cm² with a ratio of UVB to UVA of less than 0,5%.

This unit comes complete with a built in adjustable tokentimer and an hourmeter for a 100% accurate cash control.

The 7 silent German-made fans that assures you of a cool and enjoyable tan.

Easy To Service

Lamps and starters, can be replaced in a few minutes without any tools. By taking off a protective cover (a few screws) you can reach all the other components, like fans, ballasts, contactor and timer for fast replacement.

Options and Accessories Available

A suburb stereo cassette headrest on the market for a price you can afford and that makes your customers feel like Royalty... They can even bring their own tapes.

THE CORONA Suntanner can also be delivered with remote control timers that fit your special needs.

Reg. price U.S. \$3,900.00 special intro. offer for Canada \$2,900.00 (U.S.) radio extra \$450.00 (U.S.)

ROYAL CORONA® Inc.
224 Main Str. Nashua N.H. 03060
603-882-4412

Tanning Beds Offer Laundromats "Two Businesses Under One Roof"

Kwik Wash Laundries Inc. is creating excellent added profits by installing tanning beds as a wash-and-dry diversion.

"We are adding the beds for very pragmatic reasons that boil down, basically, to generating profits out of unutilized space," says Stanley Scott, vice president of operations. "Most of our laundromats have unused space that can be converted into money-making square footage and tanning beds are an amenity that will attract new customers who can acquire a year-round tan while they do their laundry year-round," he adds.

"Right now, most people spend an hour at our laundromats and just read a book or stare at their clothes spinning. This will give them something exciting to do."

Kwik Wash plans to install an average of two to three beds in each laundromat, with 60% of its locations designated as tanning bed sites. Ten outlets are already

offering tanning beds services at an average charge of \$6 per 30-minute session.

The laundromats — nearly half of which are open 24 hours a day, the others from 7 a.m. to midnight — will have a separate enclosed, carpeted room for each bed to insure privacy and comfort while tanning. "We will create a complete, secure environment and we expect revenues to more than offset what we consider a very small investment," says Scott, adding that his laundromat won't incur any extra payroll or real estate costs. An attendant, already on duty at all the proposed sites, and an appointment book system will regulate bed usage.

Commenting on the benefits to tanning bed users, Scott says, "I had a totally relaxing, almost transcendental experience when I used one. The bed is like a warm incubator. When you emerge, you feel you can cope with anything."

Taito America's

"Big Event Golf"



Taito America introduces **BIG EVENT GOLF**, a whole new concept in golf games.

"**BIG EVENT GOLF** is the first stop on the Taito Championship Tour," says **Paul Moriarity**, President of Taito America. "It's the first in what will be a continuous series of realistic pros alike."

A Hit Kit

An 18 hole course designed as two separate games, the front nine and the back nine, **BIG EVENT GOLF** requires a minimum of two coins to play all 18 holes. The player may select a straight nine holes or go for three with the challenge of being awarded extra holes for each par, birdie, eagle, double eagle or hole in one he makes. After completing the front nine, the player may continue to the back nine by inserting additional coin(s) and again selecting three or nine hole play.

No matter which way he opts to play, he must watch wind direction and speed and break of the green. If the timer reaches zero, a penalty stroke is given and the player is also penalized for hitting out-of-bounds or in the water. If the stroke total reaches twice par on a hole, that hole is forfeited.

The deluxe kit converts any vertical raster monitor and includes PC board, track ball, control panel overlay, monitor cover plexiglass, marquee, wiring harness, instructions, control stickers, drilling template, buttons, FCC cage and PCB mounting brackets.

Standard Change-Makers

Adds Medeco Lock Option

Customers of **Standard Change-Makers bill and coin changers** now have the option of ordering **Medeco (R) High Security Key Locks** on their changers.

A "patented double-locking action makes them virtually pickproof" and Medeco's key control system limits key distribution.

[the **Medeco Locks** must be specifically requested when ordering changers.

For more information, call or write: **Standard Change-Makers, Inc.**, 422 E. New York Street, Indianapolis, IN 46202. Tel. (317) 639-3423.

Or in Canada:

Standard Changemakers,
Robert A. Marentette
6006 Van Den Abelee
St. Laurent, Quebec
H4S 1R9
Tel: (514) 332-2196.

Breakthru Driving Game From Data East

BreakThru is a one-player conversion kit for all horizontal or vertical video games. This combat driving game allows the player to control an onscreen armored jeep as it travels across five locales, avoiding obstacles and shooting enemies, to reach the final location, an airbase.

In the final game stage, players attempt to retrieve a captured fighter plane from the enemy airfield and fly it back home.

Dramatic Musical Sound

Continuous dramatic music and sound effects enhance realistic, colorful graphics. The kit comes complete with buttons, joystick, control panel overlay, marquee and side graphics, wiring harness, schematics, etc.



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**ACTION PACKED
ARCADE & MIDWAY
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Score with
**HOOP
SHOT!**
The
Game of Champions

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PLAYERS LOVE OUR GAMES—SO WILL YOU!

Speed & Simplification of Administering Pool & Dart Leagues

Hanson Distributing developers of the ITC computer control system for music and game operators, has announced the addition of a new software module designed to speed and simplify the administration of pool and dart leagues.

Hanson's **Ray Hibarger** reports that the new module will maintain all league statistics and will handle the financial accounting functions involved in league sponsorship.

Like all ITC programs, this one was designed for maximum "friendliness". "It's easy to get people running it," he said. "Our objective throughout has been to overcome 'keyboard phobia' — the fear many people have that they'll destroy the system if they make a mistake at the keyboard."

The league administration module is the latest in a wide array of ITC functions. Also new is a Vehicle Maintenance routine, designed to minimize fleet expenses by flagging scheduled service and by tracking operating costs.

"We've also provided some revision to provide for tying our software into a general-ledger program," Hibarger added. "Essentially, this involves making it 'account-number oriented'. Many operators didn't see the need for this, but their accountants did, so we're making it available

for people who need it."

The previous version of the package is oriented to equipment type rather than account, which operators have traditionally found more useful. The new general-ledger interface capability will become increasingly popular as operators recognize the real value of a computer system, Hibarger believes.

"The computer will assist in the process of rebuilding the games business," the industry veteran said. "Operators can control costs; they can sharpen things up."

Full awareness of what the old "geographic imperative" is costing — Hibarger defines this as the visceral feeling that no competitor must be allowed to enter an operator's territory, regardless of the profitability of the location he's going after — will lead to better marketing practices and improved profits, he added.

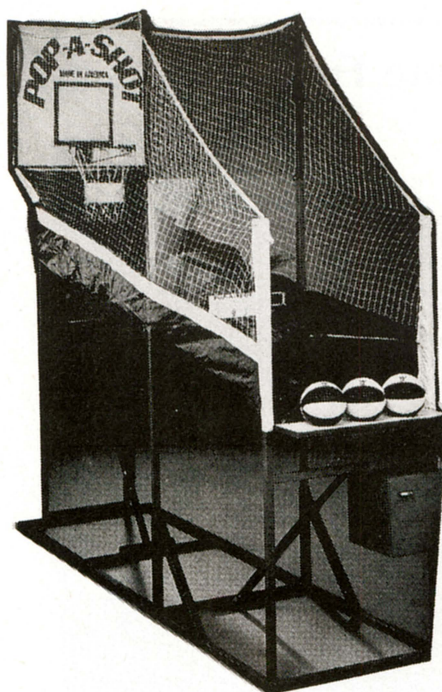
The Hanson/ITC system is available for ComputPro (multi-user) and IBM "PC" (stand-alone) computers. Information may be had from Hanson Distributing at 9201 Penn Ave. South, Suite 1, Bloomington, Minn. 55431, or by calling (612) 884-6604.

POP-A-SHOT® : Basketball "Rookie Of The Year"!

It has been a whole new ball game since the introduction of **Pop-A-Shot®** early in 1985. With its low cost, simple design and the mass popularity of basketball, Pop-A-Shot has generated consistently high profits in locations all across the country.

Current models feature a new, tamper-proof gate assembly, longer-lasting, more durable netting and are faster and easier to assemble. Perhaps the most revealing improvement is its new, substantially bigger coin box that can hold up to 1200 quarters — a modification based on popular demand. **Pop-A-Shot**, a proven winner and the best new game of 1985!

- New tamperproof gate assembly
- More durable netting
- Efficient 12v. power system
- Faster and easier to assemble
- Larger coin box
- 2-Player capability (optional)
- Height: 10 ft. (to top of backboard) — fits most indoor locations



- Length: 10 ft.
- Width: 32 in.
- Ball Diameter: 7 inches
- Timer: Adjustable at 30, 40 or 50 seconds
- Coin Box: Set for 25¢ or 50¢ (1 or 2 tokens) Capacity 1200 quarters tokens
- Security: Separate locks for coin box and optional ticket dispenser

Pop-A-Shot: There's No Stopping This Winner!

The Pop-A-Shot skill game has few fragile parts to break down. Repairs are quick, inexpensive and all parts are fully warranted. If ever needed, replacement parts are readily available. Pop-A-Shot also offers a service hotline to insure prompt attention and no lost profits.

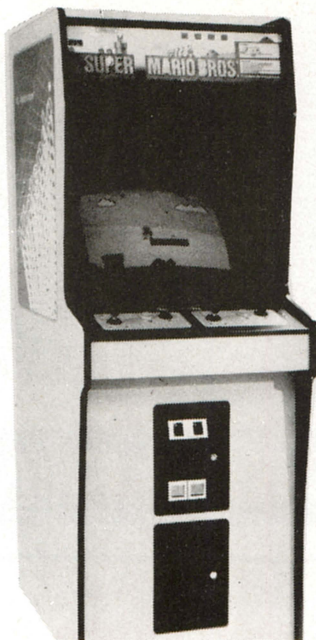
Contact: Pop-A-Shot®
P.O. Box 13755
Greensboro, NC 27405
919-271-8727

VS. Super Mario Sets New Sales Records

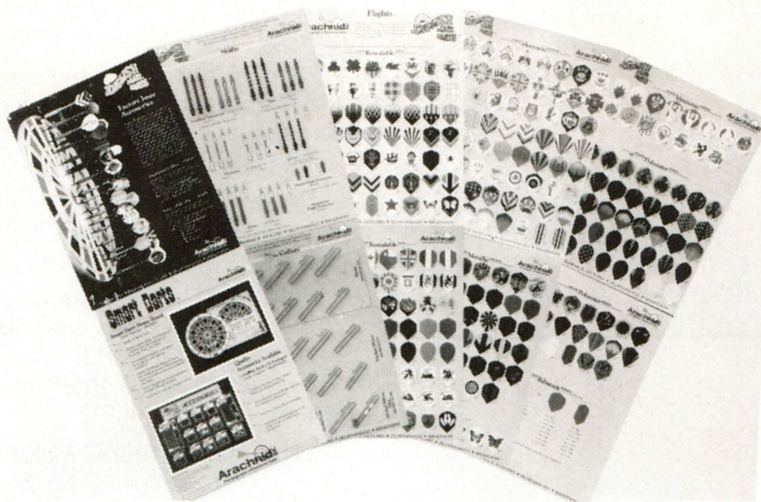
VS. Super Mario Bros., Nintendo's latest release for the VS. System has topped sales records to become the best selling VS. Pak since the System's debut at the 1984 AMOA. Total VS. Super Mario Bros. sales are rapidly approaching 20,000 units, an astounding number in today's market.

This success doesn't come as a total surprise. The game was originally developed for the Japanese home market selling over 3 million cartridges. It was also the subject of the best selling book in Japan for 1985, a "how to" book that sold over one million copies. (Not currently being offered in the U.S.)

Nintendo is offering Super Mario Bros. t-shirts for sale through distributors for a minimal cost. These bright red t-shirts feature Mario, the game's hero, posed jumping in mid-air ready for action. They should prove to be a great promotional and contest item.



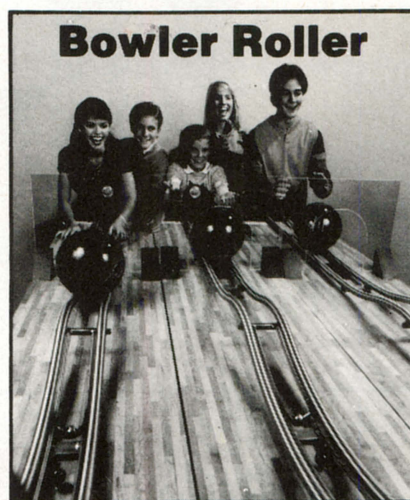
Arachnid Offers Accessories



"Arachnid, Inc. is happy to inform Operators about our new **English Mark Darts** full color accessory sheets now available. These sheets illustrate a wide variety of products such as dart collars and shafts, 100's flight designs, and the new point of purchase display rack with blister packed products. These sheet are up to date with all of Arachnid's new part numbers and contain photos of many products never before offered by Arachnid. One addition is the new 2ba/2ba collars, 24 in all!"

Additional sheets will be available in the series featuring other new items such as sportware, and novelty items authorized by English Mark Darts and Arachnid, Inc.

The individual sheet format will allow new sheets to be added as new products become available, and assure that part numbers remain up-to-date. Borchures can be obtained by writing or calling Arachnid, P.O. Box 2901, Rockford, IL, 61132-2901, (IL) 815-654-0212, 800-435-8319.



It's hot and getting hotter!

Our coin operated Bowler Roller is everything you want. Growing popularity, quality construction, dependable operation and excellent profits. Call us today!

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Manufacturers and designers of games
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SIX HANDED POKER FUN!



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Introduces Rack And Roll Pool Game In Countertop And Kits

A new game has been added to Status Game Corporation's product line, **Rack and Roll** — This is not your ordinary pool game, it is accurate like a real pool table, set cue speed, set angles, aim and bank shots like a real pool shark.

This is the first and only pool game available in a dedicated countertop as well as kits for all style cabinets.

For more information contact Status Game Corporations Sales Dept. at 1-800-835-7434 in Connecticut.

Merit's

TABLE STAKES™

Here's How It's Played:

The quarter drops and the cards are dealt 5 apiece. The player and each of the Saloon Gang starts out with 250 chips, and antes up 2. The hands stay hidden as play moves around the table, looking for an opener with Jacks or better. Betting starts and everyone has a chance to call, fold or raise, up to pot limit.

Unlimited raises and bluffing strategy build high scoring pots. If you need more "chips" to stay in the game, **Black Bart** pops up and stakes you to a loan. When the pot is right, it's time to draw. You can draw up to 5 while seeing how many cards each character takes. There's one more betting round and then it's time for the showdown to see who won.

Before the next hand begins you get a chance to "Peek" at everyone's hand, helping you learn each character's style.

When the last hand is over, qualifying high scorers get to key in their names.

If you borrowed from Bart and are still in a hole, Bart lets you have it...BANG!...R.I.P.! The biggest losers get to initial their own tombstone on Boot Hill.

The many features include:

- Large, Secure Cash Box
- Swivel Base, Solid Wood Cabinet
- 13" Color Monitor
- Dazzling Graphics
- Play Stimulating Attract Mode
- 2, 3, or 4 Hands per Coin
- Amusement Only — No Credits, Replays

Also available in full size **DODGE CITY Upright**.

Merit Industries Inc.
P.O. Box 213, 630 Woodland Ave.
Cheltenham, PA. 19012
(215) 397-1000



Air Hockey



Mark Struhs of Dynamo beside Dynamo's new Air Hockey Game.

Dynamo, a leading manufacturer of pool and soccer tables, announces the availability of "**Dynamo Hockey**", a coin-operated air-cushion hockey table.

"Air-hockey was an ideal product for us to add to our family of skill-type games with long-term return on investment", commented **Dynamo's Mark Struhs**. "Operators need a game which can keep earning good profits year after year. The response, so far, has been excellent."

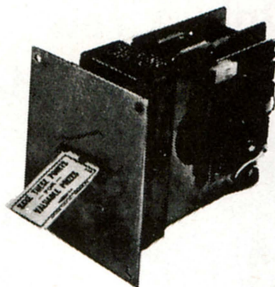
The new table features a formica top for maximum speed, durability, and ease of cleaning. A more powerful blower makes this the fastest table on the market, according to Robbins. "In addition", he says, "we use a superior quality mallet and puck which makes for unsurpassed stability on the table, as well as speed, visibility and durability."

Other features include: all-steel goal design for maximum strength; secure, permanent bolting of all rails and goals; all plywood pool-table-style cabinet design, with 4 sturdy pool-type legs for maximum durability; "no pop-out" goal design; automatic digital scoring unit; adjustable timer; twin drop coin chutes; improved materials in bed design, with 50% more support under playing surface area. The table has a centerline, player-approved goal dimensions, and is suitable for tourna-

ment play, meeting the strict standards laid down by the **U.S Air-Table-Hockey (Players') Association**.

"In addition to getting the best possible table," the operator will benefit from a continued program of promotions, tournaments, and support for the game. A tournament kit will go out with each table, including rules, maintenance tips, player information, and instructions on how to run local tournaments so as to maximize player interest. Also, a percentage of the profits from each table is specifically earmarked for tournament promotion, and will be used exclusively for that purpose. We will be working with the players' association as well as interested locations to assure promotion of the sport on a national, regional, and local level."

For more information, contact your distributor, or **Dynamo**, 2525 Handley-Ederville Rd., Richland Hills, Texas 76118 tel. 800-527-6054 or 817-589-7699.



U.S. Pat. 4272001

**THE TICKET
DISPENSER
—WITH
EXPERIENCE**

DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits — for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on **DELTRONIC LABS** for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses — and keep them playing again and again and again!

DELTRONIC LABS, INC.

Eighth & Maple Avenue • Lansdale, PA 19446

215/362-9112 • Telex 317054

Averaging \$160.00 Weekly Up

Frantz's Shooting Game - Plus Gumball Vendor



The J. F. Frantz Manufacturing Division of Johnston Products Company presents the production version of its **Big Top Gumball Vendor**.

Combining the mass appeal of bulk vending with the repeat play of the amusement industry has produced tremendous return from a low priced game.

This non-electric game requires only 4 square foot of floor space which makes it ideal for all vending and bulk type locations.

After inserting coin, the customer hears the gumball, candy or other bulk product rolling down the chute. With a big smile, he knows that along with his "prize" he can also shoot 10 shots at the changing targets for a score.

The bulk section of this equipment holds approximately 1000 units and vends with every play. As a vendor,

only vending license fees should apply.

Playing time for 10 shots is just 10 seconds, and with the bulk vend section, repeat play of this new concept has more than tripled the gross return of the typical Frantz gun game line.

The new "**Big Top Gumball Vendor**" is proving itself a winner in many types of locations. Look at this list of

Gross Averages:

- Supermarket/Discount Chain
\$160 - 240 gr wk
- Convenience Store
\$ 90 - 150 gr wk
- Roller Rink
\$150 - 200 gr wk
- Tourist Arcade
\$200 - 375 gr wk

J. F. Frantz Mfg.
P.O. Box 898 627 Fifteenth Avenue
East Moline, Ill 61244 (309) 755-5021

**Amusement
& Music
Operators
Expo '86
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Hyatt
Regency,
Chicago**

Only A Few Basic Tools Make Pin Repairs Easy



No more than a dozen pieces of common hardware are required to make repairs and perform top-notch maintenance in older pinball games, according to collector **Steve Young**, at a Pinball Expo '85 seminar entitled "**Pinball Mechanics**."

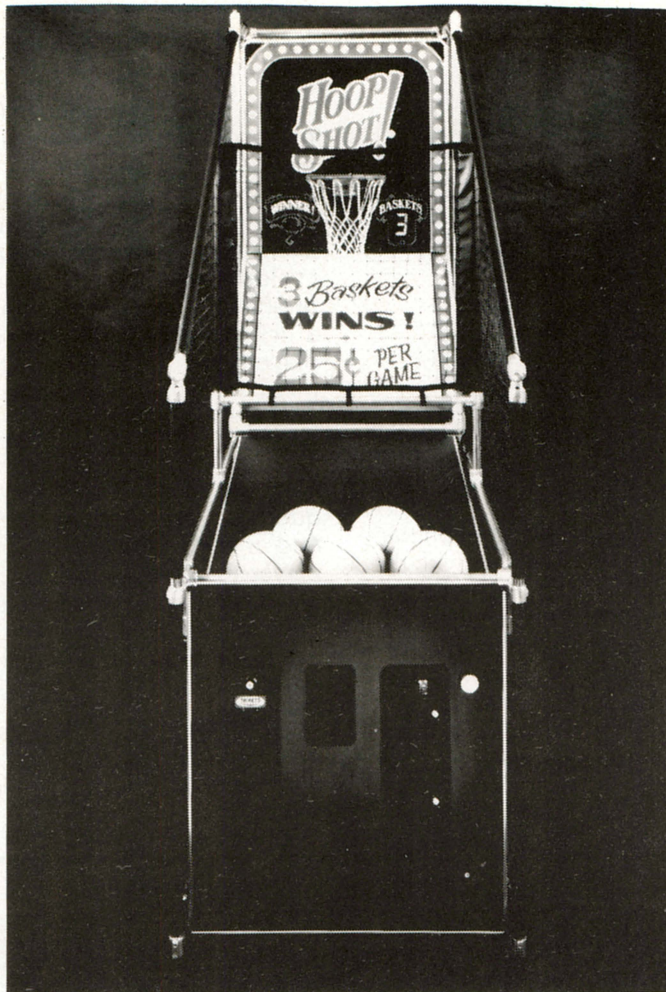
The items that operators (and collectors) need for the job include the following:

- Contact adjuster
- Pliers
- Light-bulb remover
- Test clip
- 1/4-inch wrench
- Contact file
- Light bulb socket cleaner
- Line level
- Rosin core solder
- Hand grinder
- Soldering gun (preferred over soldering pencils)
- Spring hook (to remove springs that have fallen into drop-targets and relay banks)

After describing the uses of these items, Young stressed a couple of essential "dos and don'ts" that could save technicians a lot of grief. "I recommend the non-gumming WD-40 lubricant for sliding electrical contacts," he said. "But nickel-plated coil plungers and nylon bushings should not be lubricated."

Young also warned against using any kind of contact cleaner containing chlorinated hydrocarbons. For handling corrosion on contact points, silver sulfide is the proper agent. And before doing any circuit work, Young advised, you should make sure that the game works mechanically.

Hoop Shot And Pro Pitch From Doyle Assoc.



New from Doyle & Associates, Inc. are two spectacular action packed coin operated **Sports Games Hoop Shot!** and **Pro Pitch!** Both games feature exciting sound and light effects, brilliant graphics, and play with crystal clear music the tunes "Take me out to the Ballgame" and "Sweet Georgia Brown".

Games have Free Play buttons which may be switched on, or off, at the operators option. Ticket Dispensing is optional when a game is purchased. Game time, win scores, bonus option, number of tickets per win, number of coins required, and idle game music timing are easily changed with dip switch settings by the operator.

Hoop Shot! & Pro Pitch! are tops in the big league for high revenue producing arcade and entertainment games. Both are a must for the serious operator at Sports Centers, Arcades, and Entertainment Complexes. To receive your Free Color Catalog please call 813-351-2835, or write to P.O. Drawer 49467, Sarasota, FL 33578-6467 for immediate response. How many "Baskets" or "Strikes" can you make before time runs out?

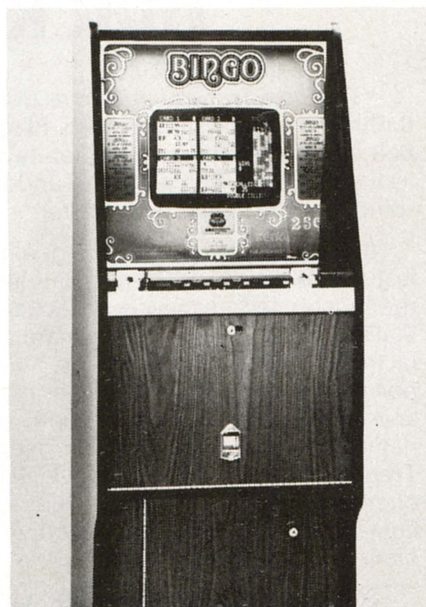
SMS MANUFACTURING CORP. has released it's newest addition to their "DELUXE" product line. **"BINGO"**.

Game play follows the same format as what is commonly called church bingo, except **SMS** has added a **"Double Up"** feature as well as an option for additional free spots on the play boards. . . This increases a player's win opportunities.

Players are offered four different BINGO cards to play at any one time. They can play up to eight points per card. Players can also exchange cards for new ones at any time before the start of a game. Players who find their "Lucky Cards" get an automatic re-play which speeds up game play and keeps excitement high.

For more information contact your local distributor, or for a referral, call SMS Mfg. Corp., 1000 Airport Road, Lakewood, NJ 08701; (201) 370-3030.

New "Bingo" By SMS Mfg.



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Comes In 3 Cabinets



SPACE HARRIER, is a thrilling

space combat game that is unparalleled to any other space game with the graphic capacity for displays of up to 32,000 different colors. With three different models to choose from the rolling cabinet, which involves the player by actually moving the entire cabinet in the direction of the character on the screen; the sit down cabinet, great for arcade locations; and the popular upright cabinets for street locations.

Each are compactly designed to fit any location and are sure to be high earning games.

To master **SPACE HARRIER** the player must successfully fly through each stage by avoiding futuristic obstacles while defending himself against unimaginable creatures, such as two headed dragons and prehistoric cyclops mammoths. The adventure of **SPACE HARRIER** resembles that of a science fiction thriller where the player's keen shooting abilities moves them into the next, more complex stage.

Ultimately the player is able to complete up to 18 stages with the unique 10 second free time period at the end of each game which enables the player to insert a coin for continued play from the scene where the player has finished. This type of continued play definitely promotes high earnings for any location.

SPACE HARRIER is a game filled with unexpected surprises that can only be truly realized by playing the game.

The Next Trend™ continues with

"Black Belt"



"The Next Trend" line of pins from **Bally Midway** continues with **Black Belt**. Using the ancient art of karate as its theme, **Black Belt** is easy to understand, yet challenging to master.

Black Belt includes all the quality features of "The Next Trend" pins like the unequaled diagnostics package that permits testing without a manual, factory-installed mylar on key wear points, eye level alphanumeric display and built-in playfield inclination, to name a few. Taking "The Next Trend" one step further, **Black Belt** offers an operator-selectable self per centaging feature for added convenience and top collections.

This game has advanced the state

of the art in pinball design, drawing on our 54 years of experience," commented **Steve Blattspieler**, Bally Midway Vice President of Sales. "It combines exciting contemporary pinball graphics, lights, sound and action with challenging skill shots and features designed for unequaled operator convenience."

The novel soft skill shot off the plunger, unique continuous volley ramp, world's first karate chop flipper and a new feature that lets high scorers enter their initials on the display add up to a game with long-term earning potential.

Black Belt is now available at all **Bally Midway** distributors nationwide.



"In a year of excellent games, **Rampage** is breaking earnings records in test locations coast to coast," stated **Steve Blattspieler**, Bally Midway Vice President of Sales. "It looks like most operators will recover their investment faster than on any dedicated video game in recent memory."

A three play game, **Rampage** permits each participant to "be" one of the rampaging monsters: "Lizzie" the gigantic lizard, "Ralph" the huge werewolf, or "George" the giant gorilla. The distinct personality of each of the three characters adds to the allure of the game.

Uncomplicated controls permit players to concentrate on the unrelenting action on the screen. An eight-way joystick, a button for "jump" and another for "punch" permit players to climb and destroy buildings, find and eat a variety of food items, avoid various hazards and even fight each other if they like (and most do!).

Uniquely, the players control the largest, most aggressive images on the screen. They can remain constantly on the attack as they move through eighty-five North American cities and see 768 different screens.

Bally Midway's "Join the Action" continuous buy-in feature is put to full use. "**Rampage** causes players to want to keep going," noted Blattspieler. "They want to see what comes next or they want to keep up with better players. Either way, they keep loading up the coin slot!"

Early earnings reports suggest that **Rampage** may be the next entry in **Bally Midway's Hall of Fame**, taking its place

next to the likes of **Space Invaders**, **Pac-Man** and **Spy Hunter** as a trend setting giant money maker for the coin-op industry.



Shattered Dreams

Not long ago, John had his sights on finishing high school and going on to study engineering in university. As a backyard mechanic he was also pretty gifted in working with his hands. Most of that changed the day he took a curve too quickly on his motorcycle and broke his neck when he fell off.

Each year, a careless moment turns an everyday

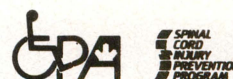
activity into a nightmare for thousands of Canadians like John. Many will never walk again, their lives forever altered. Almost as tragic as the physical and emotional trauma, is the knowledge that most spinal cord injuries could have been prevented.

As a quadriplegic, John's learning to cope with his paralysis and the changes it brought about in his life. The spinal cord injury he

sustained is like that suffered by a growing number of young people... Too many young people. The Canadian Paraplegic Association says, whether you're at home, at work, on the road, or participating in your favourite recreational activity... A spinal cord injury happens in an instant but lasts a lifetime.

DON'T LET A CARELESS MOMENT SHATTER YOUR DREAMS.

CANADIAN PARAPLEGIC ASSOCIATION



...Join & Support The Only Organization Fighting For Your Right To Carry On Your Business Amusement Association of Ontario

Isn't it time all Ontario Operators and Distributors joined the Amusement Association of Ontario and gave it the support it truly deserves?

The industry needs a strong single voice and legal knowledge to fight the growing restrictions politicians and councils at all levels are trying to put into law.

Every one of you is affected. Do your share. Carry a bit of the big load. Don't be a hitchhiker and freeloader. Join up!

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Membership Application

I (We) hereby apply for membership in the Ontario Amusement Association.

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Classification: 1) Manufacturer
2) Distributor 3) Operator
4) Arcade 5) Location

Name(s) and Address(es) of Owners(s): 1) _____

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3) _____

Signed: _____

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Important!!! Read This!!!

Enduro Racer By SEGA

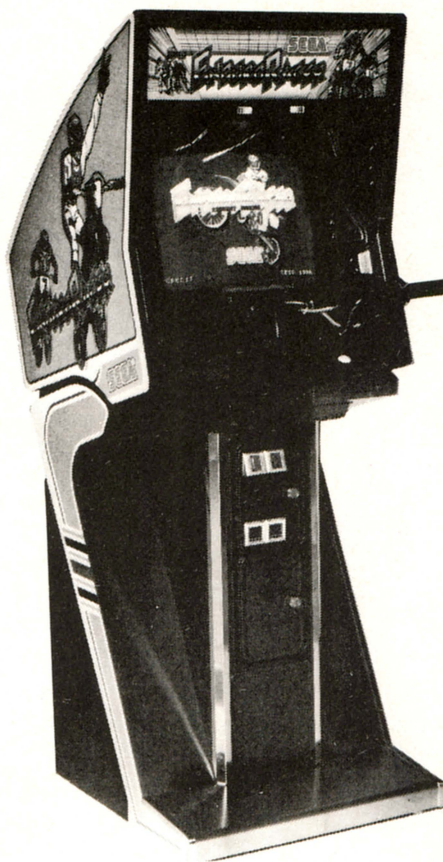
Sega Enterprises has introduced **Enduro Racer**, a video driving game available in standard upright and wheelie versions.

Enduro Racer allows the player to perform wheelies to jump over barriers, pass through mud puddles, and avoid obstacles on the driving course.

Features include countersteering for returning balance to the cycle after cornering at high speed and counter-jumping for changing cycle direction in the air when cutting a corner or trying to keep from going off the track when landing.

An up-and-down-scrolling feature exclusive to **Enduro Racer** enables the player to understand the motion and excitement of jumping and riding over hills.

The wheelie version gives a range of upward, downward, and sideways movement yet uses no motors or other drive devices.



Taito America's "Alcon" Saves The World And Reaches New Profit Heights!

"Alcon is a to-the-death struggle for world domination," says **Paul Moriarity**, President of **Taito America**. "A giant brain attacks to conquer our world, and just one lone pilot must stand and fight! It's the stuff of big adventure -- and big profits!"

The player must think fast to pick up stars which are formed when certain enemies are destroyed -- thus building up various weaponry for the battle to come. Weaponry ranges from long-range lasers and homing missiles to invincible shields.

The **Alcon deluxe kit** converts any vertical raster monitor game and includes PC board, control panel overlay, monitor cover plexiglas, marquee, wiring harness, instructions, control stickers, buttons, FCC cage, PCB mounting brackets and joystick.

Realistic graphics and sound effects give **Alcon** authentic battle excitement for fast thinkers and movers while they quickly build up profits!

Nu-Look Will Send A Free Sample of Sure Shot™ Shuffleboard Wax To Operators!



"Sure Shot Shuffleboard Wax is a great product", stated Mr. Rick Hoffman, President of Nu-Look Products. "If any operator sends us his business card, we will be very happy to send him a FREE sample. Just state if you are presently using a yellow or brown product."

"Both of these products are so fast, some claim they are approximately 50% faster than any other product on the market today. The first one is called Sure Shot™ 5 Star Plus which is twice as fast as 5 Star of another make. The second is Sure Shot™ Gold Dust which is **very** fast. We have tested both products for years and now we are ready...Speed and accuracy in every shot is our slogan."

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Atari's New Championship Sprint For 1 Or 2 Players

Atari Games Corporation introduces a brand new driving experience with their System II CHAMPIONSHIP SPRINT.

Designed on their high resolution conversion system, Championship Sprint is available in a whole game configuration and as game kits for the existing Paperboy units.

Championship Sprint carries on the maximum earnings trend with the same proven multi-player, add-a-coin, and buy-in features that Atari has incorporated in their latest successes.

The most powerful and unique attraction on Championship Sprint is the addition of five all new tracks which make the game a brand new experience for even the most seasoned "Sprint" players. **There are a total of eight tracks**, three of which are players' favorites from the original Super Spring.

1 or 2 Players Can Compete Against One Another

This "thriller" incorporates the same head-to-head driving appeal that has made its predecessor, **Super Sprint**, a top agame success. One or two players can compete against each other and against the computer-controlled cars in a high-intensity race to the finish. As long as players beat the computer-controlled cars, they get to continue on to the next heat on a new track. Losing players can stay in the game by adding another coin.

The "custom car" concept on Championship Sprint is what makes players want to keep using this **add-a-coin feature**. In each race players compete to collect gold wrenches which randomly appear on the track. These wrenches can be traded in for custom car features such as higher top speed, super traction, and turbo acceleration.



On **Championship Sprint**, players will find a new trade-in feature with "faster chopper recovery" which speeds up crash recovery time. There are five levels of each of these features for a total of 20 custom car bonuses.

By using the add-a-coin feature, players will keep any custom car features they have accumulated.

Player's Record Displayed At End Of Each Race

Championship Sprint also gives a new extra bonus wrench reward to skillful players who can better the "best lap time" on any track. Players' average lap time, best lap time, and ranking are displayed in the Winner's Circle shown at the end of each race.

"The racing format in **Championship Sprint** has proved to have exceptional appeal to players, and the earnings have shown this"...

According to Atari's marketing director, **Mary Fujihara**, "We found that the majority of play on Super Sprint is with one or two players, and as we expected, collections on Championship Sprint are comparable to that of the high levels of Super Sprint, particularly in street locations.

In fact, the player appeal of the "Sprint" action is so strong that when a Championship Sprint is placed in the same location that already has a Super Sprint, earnings on both games are in the top rank of the location."

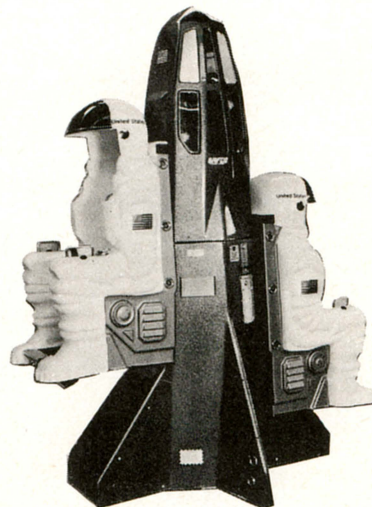
Shipments of Championship Sprint are starting in September. The System II game kits consist of a set of 28 program ROMS, a fully-assembled control panel with two steering wheels, an attract decal, and a foot pedal assembly.

Kiddie Ride To Take Two Astronauts

Bafco, Ltd., has introduced **Astronauts**, a kiddie ride incorporating two individually coin-operated spacemen.

Astronauts is electro-mechanical with a vertical lift of 22 inches. It stands 92 inches high and 48 inches wide.

For more information on Astronauts and other new electro-mechanical rides, write **Bafco, Ltd.**, Beechings Way, Alford, Lincolnshire LN 139JE England, or call 011-44-5212-6536.



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